

L Number	Hits	Search Text	DB	Time stamp
-	183	725/13,22,24.ccls.	USPAT; US-PGPUB	2003/04/07 10:09
-	442	345/751,716,717,719,733.ccls. and ((viewer\$1 user\$1) with (feedback 'feed back' (feed\$3 adj4 back) respon\$6 react\$6))	USPAT; US-PGPUB	2003/03/04 08:53
-	206	725/32-36.ccls. and ((viewer\$1 user\$1) with (feedback 'feed back' (feed\$3 adj4 back) respon\$6 react\$6))	USPAT; US-PGPUB	2003/03/04 08:54
-	478	705/14,10.ccls. and (grid\$1 matrix\$4 cell\$1)	USPAT; US-PGPUB	2003/03/06 17:34
-	285	725/9-21.ccls. and (commercial\$1 ad\$1 advertis\$7 promotion\$4)	USPAT; US-PGPUB	2003/03/05 08:51
-	31	705/14,10.ccls. and (plurality with viewer\$1)	USPAT; US-PGPUB	2003/03/07 09:15
-	25	(viewer near5 (expos\$6 react\$5)) same (commercial\$1 ads ad promotion\$3)	USPAT; US-PGPUB	2003/03/07 09:17
-	28	((eye\$1 iris\$2) same (advertis\$5 ads ad commercial\$2 promotion\$3)) same (respon\$5 interact\$4 react\$5 feedback 'feed back')) and 705/\$.ccls.	USPAT; US-PGPUB	2003/04/04 17:15
-	102	705/\$.ccls. and ((eye\$1 iris\$2) same (advertis\$5 ads ad commercial\$2 promotion\$3))	USPAT; US-PGPUB	2003/04/04 17:39
-	1	5731805.pn.	USPAT; US-PGPUB	2003/04/04 17:40
-	1	4931865.pn.	USPAT; US-PGPUB	2003/04/04 17:40
-	5	6231185.pn.   4798214.pn.   4789235.pn.   4659197.pn.   4075657.pn.	USPAT; US-PGPUB	2003/04/04 17:57
-	142	705/\$.ccls. and ((evaluat\$6 test\$6 analyz\$6) with (commercial\$1 ad ads advertis\$6 promotional) same (respon\$6 feeback 'feed back' react\$6 interact\$6))	USPAT; US-PGPUB	2003/04/04 18:45

File 344:Chinese Patents Abs Aug 1985-2003/Jan  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2002/Nov(Updated 030306)  
(c) 2003 JPO & JAPIO  
File 348:EUROPEAN PATENTS 1978-2003/Mar W01  
(c) 2003 European Patent Office  
File 349:PCT FULLTEXT 1979-2002/UB=20030306, UT=20030227  
(c) 2003 WIPO/Univentio  
File 350:Derwent WPIX 1963-2003/UD, UM &UP=200316  
(c) 2003 Thomson Derwent  
? ds

Set	Items	Description
S1	574	AU=(YOUNG C? OR YOUNG, C?)
S2	0	S1 AND HUMAN()VISUAL?
S3	2	S1 AND SPATIAL()REGION?

3/5,K/1 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00480939 \*\*Image available\*\*

**PORTRAYAL OF HUMAN INFORMATION VISUALIZATION**

**VISUALISATION D'UNE REPRESENTATION D'INFORMATIONS CONCERNANT UN HUMAIN**

Patent Applicant/Assignee:

C Y RESEARCH INC,

YOUNG Charles E,

Inventor(s):

**YOUNG Charles E**

Patent and Priority Information (Country, Number, Date):

Patent: WO 9912291 A1 19990311

Application: WO 98US18434 19980904 (PCT/WO US9818434)

Priority Application: US 9757973 19970905

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: H04B-017/00

International Patent Class: H04N-007/00

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 2470

#### English Abstract

An apparatus (10) and method for displaying viewer reactions to a display object. The display object is divided into a plurality of **spatial regions**, viewer reactions are collected to an exposure to the display object and correlated with the **spatial regions**, and the display object is displayed with an aspect of the display of each **spatial region** being a function of the viewer reactions for the region.

#### French Abstract

L'invention concerne un appareil (10) et un procede permettant d'afficher les reactions d'un telespectateur vis-a-vis d'un objet d'affichage. Il s'agit tout d'abord de diviser l'objet d'affichage en une pluralite de zones reparties dans l'espace, de rassembler les reactions du telespectateur expose a l'objet d'affichage, et de mettre en correlation ces donnees avec les zones reparties dans l'espace. On affiche ensuite l'objet d'affichage, en correlation avec un aspect de l'affichage de chacune des zones dans l'espace, lequel aspect est caracteristique des reactions du telespectateur par rapport a cette zone.

Inventor(s):

**YOUNG Charles E ...**

Fulltext Availability:

Detailed Description

Claims

#### English Abstract

...viewer reactions to a display object. The display object is divided into a plurality of **spatial regions**, viewer reactions are collected to an exposure to the display object and correlated with the **spatial**

**regions** , and the display object is displayed with an aspect of the display of each **spatial region** being a function of the viewer reactions for the region.

Detailed Description

... viewer reactions to a display object comprising: dividing the display object into a plurality of **spatial regions** ; collecting viewer reactions to an exposure to the display object; correlating the viewer reactions with the **spatial regions** ; and displaying the display object with an aspect of the display of each **spatial region** being a function of the viewer reactions for the region. In the preferred embodiment, the display object is divided into a matrix, with each **spatial region** being a cell of the matrix. Collecting is preferably by exposing a viewer, or a...employed. The display object is displayed with the transparency (and/or color tingeing) of each **spatial region** being a function of the viewer reactions for the region. A static image (or images...is used to receive and/or calculate the correlations between collected information from viewers and **spatial regions** of a display object designated by the user.

The personal computer or image processor then places into video memory (or like storage) an appropriate image of the display object with **spatial regions** assigned different transparencies and/or color tingeing. Images according to the invention may then be...

Claim

... the method comprising  
the steps of:

- a) dividing the display object into a plurality of **spatial regions** ;
- b) collecting viewer reactions to an exposure to the display object;
- C) correlating the viewer reactions with the **spatial regions** ; and
- d) displaying the display object with an aspect of a display of each **spatial region** being a function of the viewer reactions for the region.

2 The method of claim 1 wherein the dividing step comprises dividing the display object into a matrix, with each **spatial region** being a cell of the matrix.

3 The method of claim 1 wherein the collecting...

...the displaying step comprises displaying the display object with transparency of a display of each **spatial region** being a function of the viewer reactions for the region.

7 The method of claim...

...displaying step comprises displaying the display object with color tingeing of a display of each **spatial region** being a function of the viewer reactions for the region.

8 The method of claim...

...display object, said apparatus  
comprising:

means for dividing the display object into a plurality of **spatial regions** ; means for correlating viewer reactions to an exposure to the display object with said **spatial regions** ; and means for displaying the display object with an aspect of a display of each of said **spatial regions** being a function of the viewer reactions

for said region.

12 The apparatus of claim...

...means comprises means for dividing the display object into a matrix, with each of said **spatial regions** being a cell of said matrix.

13 The apparatus of claim 1 1 wherein said display object with transparency of a display of each of said **spatial regions** being a function of the viewer reactions for said region.

17 The apparatus of claim...

...for displaying the display object with color tingeing of a display of each of said **spatial regions** being a function of the viewer reactions for said region.

18 The apparatus of claim...

3/5,K/2 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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012422941 \*\*Image available\*\*  
WPI Acc No: 1999-229049/199919  
XRPX Acc No: N99-169492

Displaying human information visualisation method, particularly of two-dimensional objects such as advertisements  
Patent Assignee: CY RES INC (CYRE-N)  
Inventor: YOUNG C E  
Number of Countries: 082 Number of Patents: 002  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Week  
WO 9912291 A1 19990311 WO 98US18434 A 19980904 199919 B  
AU 9893770 A 19990322 AU 9893770 A 19980904 199931

Priority Applications (No Type Date): US 9757973 P 19970905

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
WO 9912291 A1 E 14 H04B-017/00

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9893770 A H04B-017/00 Based on patent WO 9912291

Abstract (Basic): WO 9912291 A1

NOVELTY - A computer (12) or image processor is used to receive and or calculate correlation between collected information from viewers and **spatial regions** of display object designated by user. Then, appropriate image of display object is stored by computer or image processor in video memory with **spatial regions** assigned different transparencies and or colour tingeing. Image can be displayed on display (18) or on surface (16) via projector (14) such as LCD projector.

USE - For displaying viewer reactions to display object, or for displaying diagnostic research data or information collected about how

audience or sample of research subjects processes and responds to visually complex display objects, and how humans visually process information, in order to create effective advertisements.

ADVANTAGE - Provides means of judging effects of advertisement on consumer, and a straightforward means of displaying information collected about display object's impact on viewers.

DESCRIPTION OF DRAWING(S) - . - Drawing shows schematic diagram of preferred apparatus of invention.

Computer or image processor (12)

Projector (14)

Surface (16)

Display (18)

pp; 14 DwgNo 5/5

Title Terms: DISPLAY; HUMAN; INFORMATION; VISUAL; METHOD; TWO; DIMENSION; OBJECT; ADVERTISE

Derwent Class: S05; T01; W02; W05

International Patent Class (Main): H04B-017/00

International Patent Class (Additional): H04N-007/00

File Segment: EPI

Inventor: YOUNG C E

Abstract (Basic):

... processor is used to receive and or calculate correlation between collected information from viewers and **spatial regions** of display object designated by user. Then, appropriate image of display object is stored by computer or image processor in video memory with **spatial regions** assigned different transparencies and or colour tingeing. Image can be displayed on display (18) or...

?

? ds

Set	Items	Description
S1	220	(ADVERTIS? OR ADS OR PROMOTIONS OR COMMERCIALS OR SPOTS) AND (TELEVISION OR TV)
S2	37	S1 AND (DISPLAY OR DISPLAYING OR SHOW OR SHOWING)
S3	10638	CATCH? OR SEE OR IMPACT OR TARGET????? OR ATTRACT?
S4	228	SPATIAL? AND (SEGMENT? OR PARTS OR PART OR SECTION? OR SECTOR? OR PIECE? ? OR PORTION? ? OR FRAGMENT? OR FRAME? OR REGION? OR SQUARE? OR BOXES OR AREA??)
S5	119	S4 AND (PLURAL? OR MANY OR MULTI OR MULTIPLE OR SEVERAL OR NUMEROUS)
S6	11	S5 AND (MATRIX OR MATRICES OR GRID OR GRIDS OR CELL OR CELLS)
S7	3121	SECOND?? OR SPLIT()SECOND?? OR HALF()SECOND?? OR INSTANTANEOUS? OR QUARTER()SECOND? OR (4 OR FOUR)()SECOND?? OR (ONE OR 1)()SECOND?
S8	3	EXPOSURE(3N)TIME
S9	24707	IMAGE? OR GRAPHIC? OR GRAPHIX OR VIDEO OR FILM?? OR (MOVING OR MOTION) (3N)PICTURE?
S10	2900	(VIEWER?? OR INDIVIDUAL?? OR PARTICIPANT OR USER?? OR PERSONS OR SUBSCRIBERS OR CUSTOMERS OR HUMAN OR AUDIENCE) AND (RESPONS? OR REPLIES OR REACTION?)
S11	596	SHADE OR SHADING OR TRANSPARENC? OR (COLOR OR COLOUR) ()TIN- GE?? OR CHROME OR LUMINANCE
S12	3	AU=(YOUNG, C? OR YOUNG C?)
S13	0	S1 AND S12
S14	15	S1 AND S10
S15	0	S14 AND S4
S16	0	S14 AND S11
S17	1	S14 AND (S7 OR S8)
S18	14	S14 NOT S17
S19	0	S1 AND S4
S20	16	S1 AND S3 AND (SEGMENT? OR PARTS OR PART OR SECTION? OR SECTOR? OR PIECE? ? OR PORTION? ? OR FRAGMENT? OR FRAME? OR REGION? OR SQUARE? OR BOXES OR AREA??)
S21	13	S20 AND (VIEWER?? OR INDIVIDUAL?? OR PARTICIPANT OR USER?? OR PERSONS OR SUBSCRIBERS OR CUSTOMERS OR HUMAN OR AUDIENCE).
S22	0	S21 AND S11
S23	13	S21 NOT (S12 OR S15)
S24	0	S1 AND S11

**12/3,K/1**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00082089

DOCUMENT TYPE: Review

PRODUCT NAMES: IBM Nways Switch Control Program (580376); IBM ATM Campus Manager AIX (580384); Nways Switch Manager AIX (580392)

**TITLE: Overview of AIX ATM Release 2**

**AUTHOR: Young, Cindy Kueck**

**SOURCE: /AIXtra, v5 n4 p45(8) Jul/Aug 1995**

**HOME PAGE: http://www.psc.com/aixtra**

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20020630

**AUTHOR: Young, Cindy Kueck**

**12/3,K/2**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00063795

DOCUMENT TYPE: Review

PRODUCT NAMES: OLTP (830063)

**TITLE: Unisys Chooses X/Open DTP Model as OLTP Standard**

**AUTHOR: Young, Charles**

**SOURCE: Unisys World, v15 n4 p33(3) Apr 1994**

**ISSN: 0892-2845**

**HOME PAGE: http://www.pcnews.com/pci**

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 19990830

**AUTHOR: Young, Charles**

**12/3,K/3**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00062047

DOCUMENT TYPE: Review

PRODUCT NAMES: Network File System 2200 (NFS 2200) (387205)

**TITLE: A Business Case for the 2200 NFS**

**AUTHOR: Young, Charles**

**SOURCE: Unisys World, v15 n2 p31(3) Feb 1994**

**ISSN: 0892-2845**

**HOME PAGE: http://www.pcnews.com/pci**

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 19991030

AUTHOR: Young, Charles  
?

17/3,K/1

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.  
(c) 2003 Info.Sources Inc. All rts. reserv.

01556114 DOCUMENT TYPE: Product

PRODUCT NAME: Business Disc: How to Start & Run a Small Business 7.0  
(556114)

Maryland Interactive Technologies (MITEC) (602817)  
PO Box 1054  
Reisterstown, MD 21136 United States  
TELEPHONE: (410) 526-0502

RECORD TYPE: Directory

CONTACT: Sales Department

REVISION DATE: 981111

...to Start & Run a Small Business 7.0 is a sophisticated simulation which leads the **user** through the steps of planning and managing a small business and is available in CD...

...of meetings with professional advisors, discussions with other business owners, decision making and securing financing. **Users** can determine the kind of business, location of business, type of ownership, income requirements, insurance coverage, **advertising** needs and start-up capital requirements. They can also deal with employee issues, community relations  
...

...the Business Profile, Personal Income Statement, Productivity Estimates, Cash Flow Statement and many more. The **second** part simulates the first 12 months of operation. Learning opportunities continue with advice from other small business owners, **TV** news shows and seminars. Decisions may have to be made about such matters as a...

...or floods). Events are based on decisions made in the planning stage as well as **reactions** to those events which happen within the first year of business. The simulation can provide...  
?

**18/3, K/1**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00133501 DOCUMENT TYPE: Review

**PRODUCT NAMES: SpotOn (074195)**

**TITLE: Someday, Some Way**  
**AUTHOR: Oser, Kris**  
**SOURCE: DIRECT, v13 n9 p26(3) Jul 2001**  
**ISSN: 1046-4174**  
**HOME PAGE: http://www.directmag.com**

**RECORD TYPE: Review**  
**REVIEW TYPE: Product Analysis**  
**GRADE: Product Analysis, No Rating**

**REVISION DATE: 20020130**

Using software from such companies as ACTV and SpotOn, interactive television (ITV) may prove a boon to the direct marketers. For example, H&R Block's recent interactive spots, aired during ABC's 'Who Wants to Be a Millionaire?' program, garnered a 52 percent response rate from viewers. Interactive advertising, which is delivered through broadband systems, allows views to click on Web links, send e...

...offer and to promote use of the firm's tax preparation centers. Despite the huge response found by H&R Block and other advertisers, ITV marketing faces obstacles. First, ITV technology is not standardized across competing distributors' product lines...

...by only 5 million U.S. households. As well, there are no metrics for assessing viewer rates. With that, many companies are testing ITV marketing, repurposing existing commercials. For future deployment, AT&T Broadband will partner with ACTV, using ACTV's SpotOn software. SpotOn allows marketers to customize advertisements for specific viewers.

**DESCRIPTORS: Advertising ; Direct Marketing; Interactive Television ; Internet Marketing**

**18/3, K/2**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00132010 DOCUMENT TYPE: Review

**PRODUCT NAMES: Internet Marketing (835552)**

**TITLE: Post-Bubble Internet Marketing**  
**AUTHOR: Stevens, Ruth P**  
**SOURCE: iMarketing News, v3 n23 p7(1) Jun 18, 2001**  
**ISSN: 1528-2465**  
**HOME PAGE: http://www.dmnews.com**

**RECORD TYPE: Review**  
**REVIEW TYPE: Product Analysis**  
**GRADE: Product Analysis, No Rating**

REVISION DATE: 20010930

...the most powerful marketing tool invented when it is used for real marketing. For years, **advertisers** have worked hard to turn the Web into **television**, and that effort has failed. But, unlike **television**, the Web is an excellent **response** medium and should be used not to build awareness, but to generate actions. Word-of-mouth has always been good **advertising**, and viral marketing, while an unfortunate term, is a powerful technique that is suited to...

...marketing, which is trading links with related sites, is another inexpensive and productive method of **advertising**, and e-mailing, with care, can appeal to potential **customers**. But the Web as a marketing tool will not make sense unless it is part...

DESCRIPTORS: **Advertising** ; Internet Marketing

**18/3, K/3**  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00130909 DOCUMENT TYPE: Review

PRODUCT NAMES: Advertising (830992

**TITLE:** Scoring Web Wins: Buying advertising on the Web may seem like...  
**AUTHOR:** Greengard, Samuel  
**SOURCE:** Business Finance, v7 n5 p37(4) May 2001  
**ISSN:** 1521-4818  
**Homepage:** <http://www.businessfinancemag.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20010930

PRODUCT NAMES: Advertising (

**TITLE:** Scoring Web Wins: Buying advertising on the Web may seem like...  
...

...e-mail are much more expensive than the cost of search engine clicks for obtaining **responses** to online ad messages. In addition, conversion cost per customer is lowest for permission e...

...narrowcast ad model. The narrowcast model provides interactive functions, including an ability to directly quantify **response** and close a sale instantly. The World Wide Web can target highly specific and segmented  
...

...laser-focused approach, it is possible to achieve positive results.' Ashford previously used radio and **TV ads**, but now uses Yahoo! and MSN Shopping. The most important decision to make when choosing...

...Fitzgerald. Ashford's marketing department analyzes statistics grabbed from Web servers' logs of clicks and **user** cookies. When they know how Ashford's banner **ads** are being used, Fitzgerald chooses locations that can provide the most revenue. Other topics covered include the need to

focus on existing **customers** ; avoiding clickthrough rates and getting more revelatory results from cost of acquisition and cost of...

DESCRIPTORS: **Advertising** ; Internet Marketing; Marketing Information; Permission Marketing

**18/3, K/4**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00129763 DOCUMENT TYPE: Review

PRODUCT NAMES: **Interactive Television (833941**

TITLE: **Changing Channels: Interactive TV may outshine the Net for...**  
AUTHOR: Williamson, Richard  
SOURCE: **Interactive Week, v8 n13 p18(4) Apr 2, 2001**  
ISSN: 1078-7259  
HOMEPAGE: <http://www.interactive-week.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20010930

PRODUCT NAMES: **Interactive Television (**

TITLE: **Changing Channels: Interactive TV may outshine the Net for.....**

...being forced to create interactive strategies for a new and emerging communication medium that melds **advertising** , entertainment, and e-commerce into one platform. For instance, Ford Motor and Volvo Cars of North America recognize, with other **advertisers** , that the 'Internet is moving to **television** .' Volvo recently demonstrated its iTV campaign with a sponsorship of The Road to the Final...

...Association basketball championship. Volvo's spokesperson says the company is determined to go where its **customers** go, test their **reactions** to an integrated ad campaign, and gain a better understanding of how to communicate with them. Such **advertisers** are using the 'walled garden' concept, in which the aim is to keep the **viewer** on a specific channel or Web site and away from the huge Internet trading center where many competitors operate. The walled garden could be the first screen seen by the **viewer** when the **TV** is turned on. From that point on, navigation is controlled and choices are mostly from...

DESCRIPTORS: **Advertising** ; **Interactive Television**

**18/3, K/5**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00129710 DOCUMENT TYPE: Review

PRODUCT NAMES: **WebWasher (760773) ; AdSubtract (020656)**

TITLE: **Disappearing Act: Online advertising is already hurting...**

AUTHOR: Lefton, Terry  
SOURCE: Industry Standard, v4 n16 p49(1) Apr 23, 2001  
ISSN: 1098-9196  
HOMEPAGE: <http://www.thestandard.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20010730

**TITLE: Disappearing Act: Online advertising is already hurting.....**

...downloaded WebWasher (from a Siemens spin-off). Intermute's AdSubtract will probably have 2 million **users** by the end of 2001. One **user** of AdSubtract says that when he tried turning AdSubtract off after a year of use, 'easily ignored banners had been replaced by a less-avoidable strain' of **ads** : Disney's big unit, which takes up about one-third of the screen on ESPN...

...Site; CNET big boxes; and many obtrusive pop-up windows. Web marketers are producing bolder **ads** designed to increase woefully low clickthrough rates, in the hope that larger displays will mean more **responses**. However, consumers are irritated by the new formats, which are intrusive and which slow downloading...

...the U.S. by June 2001. Ad-blocking is a bad thing for pressured online **advertisers** and Web companies whose bills are paid by **advertisers**. In the future, **TV viewers** will probably be provided with TiVo-type products that remove **advertising**. All **TV** and Web content appears to be moving toward a for-fee model.

DESCRIPTORS: **Advertising** ; Internet Content Filters; Internet Marketing; Internet Utilities; Spamming; **Television**

18/3, K/6  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00125200 DOCUMENT TYPE: Review

PRODUCT NAMES: **Free Forum** (012921); **B2B FreeNet** (012939); **Ad-Venture** (012955); **XactMail** (012947)

**TITLE: Revenge of the Original Spammers**  
AUTHOR: Hodges, Jane  
SOURCE: Business 2.0, p100(3) Aug 22, 2000  
ISSN: 1080-2681  
HOMEPAGE: <http://www.business2.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20010430

...about a dollar. E-mail direct mail programs cost about the same. In addition, if **response** to a program is not good, the program can easily be revamped for a different **audience**, an ability not easily possible with

TV and print. Free Forum assists companies in making free offers to consumer who register and answer six questions. User FreeRide chose services from VentureDirect to build its user base and will stay with the direct mailer as long as costs per customer acquisition...

DESCRIPTORS: **Advertising** ; Direct Marketing; Internet Marketing; Permission Marketing

**18/3,K/7**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
(c)2003 Info.Sources Inc. All rts. reserv.

00122087 DOCUMENT TYPE: Review

PRODUCT NAMES: **Interactive Marketing (834971); Internet Marketing (835552)**

**TITLE: Pac-Man the Retailer: How videogames can help--or harm--your...**

AUTHOR: Black, Kathi

SOURCE: Industry Standard, v3 n6 p198(3) Feb 21, 2000

ISSN: 1098-9196

HOMEPAGE: <http://www.thestandard.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20000430

...sites that give visitors custom-designed video games to play while visiting can obtain a response rate between 30 and 50 percent, says an account director for an ad agency. In contrast, direct-mail campaigns generally have a response rate of about 2 percent, say advertising executives. Games make sites more sticky and build community and are also useful for market...

...away from branding. Vendors can create games that mirror a company's products, content, and customers. However, such games do not come cheap; prices begin at \$10,000 and can rise...

...expert and online game developer who has created games for Fox Sports and Children's Television Workshop. Nabisco LifeSavers Candystand, which has 37 games, each of which is linked to one...

...the site, LifeSavers prints the uniform resource locator (URL) on all its wrappers and runs ads for giveaways on the site.

DESCRIPTORS: **Advertising** ; Games; Internet Marketing; Web Site Design

**18/3,K/8**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00117850 DOCUMENT TYPE: Review

PRODUCT NAMES: **Internet Marketing (835552); Advertising (830992)**

**TITLE: Dissatisfaction With Banner Ads Is On the Rise**

AUTHOR: Marx, Andy  
SOURCE: Internet World, v5 n24 p13(2) Jun 28, 1999  
ISSN: 1097-8291  
HOMEPAGE: <http://www.iw.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20010330

...PRODUCT NAMES: 835552); Advertising (

TITLE: Dissatisfaction With Banner Ads Is On the Rise

Web sites' banner ads are not making the grade with customers, say analysts, and generate an exceedingly small click-through rate (.5 percent of surfers). For that reason, banner ads have been judged ineffective, and many in the industry now believe that banner ads can only succeed with branding awareness, which is the most basic form of advertising. However, with millions of sites on the Web, branding is even more important if the advertisers are to get any attention at all. One problem with banners is their sheer proliferation, says an expert, who says users are bombarded with too many choices and have no overwhelming reason to click one ad instead of another. Another problem is that the computer user cannot be compared with a television viewer, who often has little choice but to view an ad, since the sponsor is in control. The computer user does not have to follow through with a banner ad and click through unless interest in the ad is strong. Banner ads, says the expert, are 'like a six-year-old tugging on his mother's dress while she's doing something else.' On the Internet, the user has control, not the sponsor. Two types of content do get online attention, however--humor...

...that engenders a sentiment or level of interest in the surfer will have a larger response.

DESCRIPTORS: Advertising ; Internet Marketing; Web Site Design

18/3,K/9  
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00116450 DOCUMENT TYPE: Review

PRODUCT NAMES: Microsoft Windows (740896) ; Microsoft Network (MSN) (526495) ; MyYahoo! (694916)

TITLE: The Information Exchange Economy  
AUTHOR: Williamson, Debra Aho  
SOURCE: Industry Standard, v2 n14 p58(3) May 3, 1999  
ISSN: 1098-9196  
HOMEPAGE: <http://www.thestandard.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20010430

...will be based on advanced database mining that will deliver a message to a specific **individual** and track the immediate and follow-on **responses** to the message. RealNetworks' technology, for example, allowed consumers to see the most recent Gap **commercials** before they were shown on **TV**, if consumers were willing to provide the Gap with their e-mail addresses. In another...

**18/3, K/10**  
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00114168 DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing (835552)

TITLE: 'E-Mercials' a New Online Option  
AUTHOR: Borzo, Jeanette  
SOURCE: Computerworld, v33 n8 p45(1) Feb 22, 1999  
ISSN: 0010-4841  
HOMEPAGE: <http://www.computerworld.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20020819

Taking a nod from its **television** cousin, the Internet is beginning to see a new wave of online **advertising** options, including the so-called 'e-mercials' that mesmerize online bingo players at Gamesville.com...

...variety of games in eight-minute intervals with two-minute e-mercials playing between sessions. **Users** cannot navigate away from the e-mercials between games, creating a truly captive **audience** that must view the **advertisements** while waiting for the next game to start. Players who miss the cue for the...

...rejoin a session in progress, thus assuring attentive viewership between games. Compared to other Web **advertising** vehicles, or to traditional non-Web **advertising** models, the current 6 to 22 percent **response** rate to the **ads** is an astounding success.

DESCRIPTORS: Advertising ; Gambling & Gaming; Games; Internet Marketing; Internet Shopping

**18/3, K/11**  
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00103209 DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing (835552)

TITLE: Kraft Interactive Kitchen sheds light on shifting Web demographics  
AUTHOR: Messmer, Ellen  
SOURCE: Network World, v14 n31 p41(1) Aug 4, 1997  
ISSN: 0887-7661  
HOMEPAGE: <http://www.nwfusion.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20010330

...The site has a searchable database of 1,000 recipes and has had a strong **response** in its first 10 months of operation. The site collected more than 25,000 names...

...other marketers, and this policy will be continued on the Web. The site also eschews **ads**, and its **audience** is relatively inexperienced in using computer technology. Kraft knows from its polls of focus groups...

...Canadian content to serve the 10 percent of traffic that comes from Canada. When Kraft **advertises** the Web site on **TV**, traffic to Interactive Kitchen increases four-fold, but the spike is not maintained. Kraft would...

DESCRIPTORS: **Advertising** ; Demographics; Food Processing; Internet Marketing; Recreation & Hobbies

**18/3,K/12**

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.  
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00102013 DOCUMENT TYPE: Review

PRODUCT NAMES: **LiveStore** (664367); **Market Focus 3** (590401); **AdCount** (664375)

**TITLE:** **Zooming In on Users**  
**AUTHOR:** Cooper, Lane F Dukart, James R  
**SOURCE:** Communications Week, v649 p35(5) Feb 10, 1997  
**ISSN:** 0746-8121

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20010330

**TITLE:** **Zooming In on Users**

...s AdCount are products mentioned in a discussion of new tools and services that tell **advertisers** who is buying on the World Wide Web, **viewers** ' demographic and psychographic information, and their **responses** to **ads**. LiveStore monitors online retail sites by keyword for Movie Madness, which sells movie merchandise and memorabilia in cyberspace. Movie Madness says that some movies or **TV** shows encourage the creation of fan clubs that can result in larger per-visit sales...

...ViaWeb. Market Focus 3 and AdCount allow companies to assess the attractiveness of Web-based **ads**. Interse sells a product that assists sites in measuring and analyzing statistics, and NetCount is...

...are meeting sales targets. AdCount tallies visits to sites and reports the results to clients. **Users** can also employ third-party verification

and auditing services.

DESCRIPTORS: Advertising ; Demographics; Internet Marketing; Market Research; Retailers; System Monitoring

18/3,K/13

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00101435 DOCUMENT TYPE: Review

PRODUCT NAMES: Tuxedo (276197); Prolifics (644609); MAGNA X (205911); Microsoft Transaction Server (642967); Oracle (004233)

TITLE: The new money: Transactions pour across the Web

AUTHOR: Tucker, Michael Jay

SOURCE: Datamation, v43 n4 p73(5) Apr 1997

ISSN: 0011-6963

Homepage: <http://www.datamation.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 19990530

...popular movies. When an 800 number is called to order a showing on the home TV, Syntellect takes the call for about 700 cable companies. The call is sent to a fully automated, continuous IS operation and is processed by an interactive voice response (IVR) system, which knows the location of the caller and the movie ordered, and the...

...another communications server to link to a local cable company. Syntellect is expanding to allow users to order via the World Wide Web, because the Web site provides more flexible options for advertising and describing various entertainment events available for ordering.

DESCRIPTORS: Cable Television ; Computer Telephony; Customer Service; HP 9000; IVR (Voice Response ); OLTP; Telecommunications

18/3,K/14

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00099507 DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Utilities (834904); Indexing (836729)

TITLE: LookSmart mines riches of the Web

AUTHOR: Staff

SOURCE: Link-Up, v14 n1 p1(2) Jan/Feb 1997

ISSN: 0734-988X

Homepage: <http://www.infotoday.com>

RECORD TYPE: Review

REVIEW TYPE: Review

GRADE: A

REVISION DATE: 20020330

...used by young, white males with technical interests, and LookSmart aims to give new Internet **users** easier-to-use search and directory products. LookSmart's World Wide Web directory is different...

...ease of use, editorial bent, and the quality of the environment provided for consumers and **advertisers**. A graphical **user** interface (GUI) gives **users** a clear, uncluttered path to resources and finds pertinent Web sites so **users** do not have to scroll through thousands of irrelevant Web sites. Refined search functions return contextual **responses** to keyword searches, so that **users** can narrow down topics further by selecting them, instead of entering more keywords. LookSmart has a Favorites section that allows **users** to gain access to and customize often-needed resources, such as news, online magazines, shopping, local information, software, and Web chat. With the 'My Town' area, local **users** in 50 major cities can see a **TV** guide, community calendar, or local sports and recreation information, and travelers can view local restaurants...

?

23/3,K/1

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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02623661 DOCUMENT TYPE: Company

**Metabyte Networks Inc (623661)**  
39350 Civic Center Dr #200  
Fremont, CA 94538-2231 United States  
TELEPHONE: (510) 494-9700  
FAX: (510) 494-9100  
HOMEPAGE: <http://www.metabyte.com>

RECORD TYPE: Directory

CONTACT: Sales Department

ORGANIZATION TYPE: Corporation  
EQUITY TYPE: Private  
STATUS: Active

SALES: NA

DATE FOUNDED: 1999

IMMEDIATE PARENT: Metabyte Inc  
PERSONNEL: Mehta, Manu, Chief Executive Officer; Mehta, Manu, President;  
Singh, Tejvir, VP; Singh, Tejvir, General Manager; Van Pelt, Rudy,  
Controller

REVISION DATE: 20021020

Metabyte Networks Incorporated, founded in 1999, is a personal **television** technology and services company. Metabyte Networks licenses the MbTV (TM) products and services to cable...

...the Metabyte Consulting and Wicked 3D Divisions. Metabyte Networks' MbTV technology is embedded in settop **boxes** or video recorders. The system profiles consumers' viewing habits. It also provides **viewers** with record, pause, playback, and other DVR features. MbTV supports **targeted advertising**, video on demand (VOD), and other **television** services. Metabyte Networks' investors include Thomson Multimedia, Canal+ Technologies, Scientific Atlanta, and Seagate. The company...

DESCRIPTORS: Interactive **Television** ; Program Development

23/3,K/2

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00135736 DOCUMENT TYPE: Review

PRODUCT NAMES: **Interactive Television** (833941)

TITLE: **Get ready for smart advertising : On-the-dot spots**  
AUTHOR: Cotriss, David  
SOURCE: commVerge, v2 n12 p20(6) Dec 2001  
ISSN: 1531-7838  
HOMEPAGE: <http://www.commvergemag.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20020330

PRODUCT NAMES: Interactive Television (

TITLE: Get ready for smart advertising : On-the-dot spots

...companies as RespondTV, WatchPoint Media, TiVo, and WorldGate are extending the marketing capabilities of interactive television (iTV) technology. For example, RespondTV's settop box cookies track users' viewing behavior, allowing marketers to target advertising campaigns. Cookies also reference geography, demographics, income, and other elements. Like RespondTV's boxes, TiVo's personal video recorders also track users' viewing behavior. For content, many companies, like Real Media are focusing on banner advertisements. However, WorldGate has extended interactivity by offering users links. WorldGate's 'channel-hyperlinking' technology allows users to employ remote control buttons to click on program or advertising links. Finally, WatchPoint Media, an MIT spin-off, has created a technology that allows viewers to click on visual elements within television programs. For instance, a viewer might click on an actress' sweater and link to a clothing retailer that carries the item. For the future, standardization of settop box (STB) technology will drive smart advertising, with marketers deploying interactive features on special interest cable television channels.

DESCRIPTORS: Advertising ; Interactive Television ; Internet Marketing

23/3, K/3

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00133685

DOCUMENT TYPE: Review

PRODUCT NAMES: RelyENT (033839) ; xSPress (032085) ; Fenway (056111)

TITLE: Dirig Software's RelyENT, xSPress, and Fenway

AUTHOR: Carr, Jim  
SOURCE: Network Magazine, v16 n9 p28(1) Sep 2001  
ISSN: 1093-8001  
HOMEPAGE: <http://www.networkmagazine.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20020630

...monitoring suite to eliminate server failures. Navic serves cable and satellite providers that operate digital television networks. The companies use Navic's technology to deliver targeted, and timely, advertising and services. Therefore, Navic must eliminate any network failures. Dirig Software's RelyENT works with...

...HyperGate is a message-routing application that manages links between Navic's database servers and customers' settop boxes. The application allows Navic's customers to track and bill for their services. Navic uses RelyENT because it is Web-based...

...thresholds for systems. Dirig Software also offers two programs that are similar to RelyENT. XSPress targets enterprise networks. Fenway is used for e-commerce application management.

DESCRIPTORS: Cable Television ; Database Utilities; Network Administration; Network Management; Network Servers; Network Software; QoS (Quality of Service); System...

**23/3,K/4**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00130909 DOCUMENT TYPE: Review

PRODUCT NAMES: Advertising (830992

TITLE: Scoring Web Wins: Buying advertising on the Web may seem like...

AUTHOR: Greengard, Samuel

SOURCE: Business Finance, v7 n5 p37(4) May 2001

ISSN: 1521-4818

HOMEPAGE: <http://www.businessfinancemag.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20010930

PRODUCT NAMES: Advertising (

TITLE: Scoring Web Wins: Buying advertising on the Web may seem like...

...

...ability to directly quantify response and close a sale instantly. The World Wide Web can target highly specific and segmented buyer groups, and at least one company, Ashford.com, has successfully leveraged that ability. Amy...

...laser-focused approach, it is possible to achieve positive results.' Ashford previously used radio and TV ads, but now uses Yahoo! and MSN Shopping. The most important decision to make when choosing...

...Fitzgerald. Ashford's marketing department analyzes statistics grabbed from Web servers' logs of clicks and user cookies. When they know how Ashford's banner ads are being used, Fitzgerald chooses locations that can provide the most revenue. Other topics covered include the need to focus on existing customers ; avoiding clickthrough rates and getting more revelatory results from cost of acquisition and cost of...

DESCRIPTORS: Advertising ; Internet Marketing; Marketing Information; Permission Marketing

**23/3,K/5**

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00129615 DOCUMENT TYPE: Review

PRODUCT NAMES: Webcasting (843415)

TITLE: Beyond Eyeballs: Integrating Broadcast and the Web

AUTHOR: De Lancia, Philip

SOURCE: netmedia, p30(4) Fall 2000

HOMEPAGE: <http://www.netmedia-online.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20010530

A discussion of broadcasting as an integrated part of Web content highlights the activities of Weather.com, CNET, MSNBC, and TV on the WEB, a company that repackages broadcast content and targets it to smaller audiences in business, politics, and other endeavors. According to John Peterson, who...

...successful organizations use the Internet in ways that complement conventional broadcasting. The new model increases audience participation, allows targeted advertising, and encourages direct/indirect commerce opportunities and syndication. Another expert says that before long, Internet users with all levels of expertise will receive content that is enhanced and broadband. Content providers can build brand and increase revenues, and viewers benefit from access to 'greater depth of information when media assets are grouped with text, images, and other related content.' The user with access to on-demand viewing has more freedom and flexibility, and very few types...

DESCRIPTORS: Content Providers; Electronic Publishing; Streaming Media; Television

23/3, K/6

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.

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00129139 DOCUMENT TYPE: Review

PRODUCT NAMES: Advertising (830992)

TITLE: You Can't Zap These Ads : The 30-second TV spot ain't what it used...

AUTHOR: Lefton, Terry

SOURCE: Industry Standard, v4 n12 p54(2) Mar 26, 2001

ISSN: 1098-9196

HOMEPAGE: <http://www.thestandard.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20010630

PRODUCT NAMES: Advertising (

TITLE: You Can't Zap These Ads : The 30-second TV spot ain't what it used.....

...Pepsi, and says it is moving back toward a 1950s model that does not

allow viewers to simply tune out commercials by surfing the many channels available on cable during commercial breaks. One way the agency is doing this is to put commercials directly into programming. For instance, The Target red bulls-eye showed up on a box of supplies in 'Survivor: The Australian Outback...

...and Corona beer and WorldCom show up on 'Blind Date.' 'Survivor,' however, is the heaviest user of the technique, since every advertiser that purchases air-time in the top-rated show's commercial breaks also is assigned...

...Scholl's, Pontiac, and Visa. In some shows, product integration is added early in the TV program, while in others, it is part of the creation of the show. Product integration can also create the form for individual episodes or segments, and the products are built into the action of the shows.

DESCRIPTORS: Advertising ; Branding; Cable Television ; Television

23/3,K/7  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00121995 DOCUMENT TYPE: Review

PRODUCT NAMES: Small Business (833045); New Economy (841951)

TITLE: Goliath Is Winning: Big-company e-commerce squashes most small bus...

AUTHOR: Buss, Dale  
SOURCE: Upside, v116 p222(2) Dec 1999  
ISSN: 1052-0341  
HOMEPAGE: <http://www.upside.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20011130

...to remain profitable in the electronic commerce-based economy. Because the Internet continues to urge customers to transfer buying from local providers to high profile virtual brands and to larger national...

...its site monthly, responds better to variable search terms, such as 'jobs' and 'job,' and attracts those seeking specific fields, such as engineering and information technology. The redesigned site went online at the same time as the company's new ads on a local cable TV channel, an advertisement that boldly displayed the company's e-mail address. Other smaller companies are also finding...

...The owner also paid to become a Yahoo! portal e-commerce partner and takes out ads on the MTV channel in the local area. The shop does between \$25,000 and \$30,000 business in e-commerce sales each...

DESCRIPTORS: Advertising ; E-Commerce; Internet Marketing; Retailers; Small Business; Web Site Design

23/3,K/8

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00111329 DOCUMENT TYPE: Review

PRODUCT NAMES: Avid Media Composer 8.0 (525201); Avid Symphony (723096);  
Avid NewsCutter DV (622907); Avid Marquee 3D (700428); SoftImage|DS 2.1  
(710687)

TITLE: Avid details its video editing lineup

AUTHOR: Ryer, Kelly

SOURCE: eMedia Weekly, v12 n34 p1(2) Sep 21, 1998

ISSN: 0892-8118

HOMEPAGE: <http://www.emediaweekly.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20021024

...Technology, having recently acquired Microsoft's Microsoft Softimage division, plans to retain Softimage products as part of its marketing strategy. Avid products will reach different market categories, and the new lineup...

...DS 2.1. Mainstream users who work on TV shows, documentaries, or infomercials will be targeted with the Media Composer 8.0 line, and Avid Symphony will be targeted at prime-time TV creators, who are editors of sitcoms, dramas, or movies of the week. The Softimage...

...DS 2.1 product will be targeted at effects-intensive users, who put together effects-heavy TV series or commercials. Softimage is a fully integrated component of Avid, and the two companies' technologies are being ...

DESCRIPTORS: Digital Video; Entertainment Industry; Graphics Tools; IBM PC & Compatibles; Image Processing; Silicon Graphics; Software Marketing; Television ; Windows NT/2000

23/3,K/9

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00108143 DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing (835552); Advertising (830992)

TITLE: Ad Executives Still See Missing Pieces on Web

AUTHOR: Wang, Nelson

SOURCE: Internet World, v4 n19 p16(3) May 18, 1998

ISSN: 1097-8291

HOMEPAGE: <http://www.iw.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20010330

...PRODUCT NAMES: 835552); Advertising (

TITLE: Ad Executives Still See Missing Pieces on Web

Online advertising has grown rapidly over the past two years, but more data is needed to persuade large advertisers that the Web is superior to TV. Pitches made to sell the Web over TV are hypothetical at this point because of the lack of data about the demographics of...

...available, pitches will have to rely on the Web's own characteristics. The Web enables advertisers to embed ads based on content. This roundtable discussion of seven ad executives discusses branding, direct marketing, accountability, ad models, ad targeting, Web site ratings, and more. These executives also offer their predictions for the future; and they see the future as database marketing and ad targeting. Database marketing will enable advertisers to target very specific site visitors. For example, an advertiser could choose to target a 49 to 59 year-old man who has not bought a car in three years. As the Web audience grows, better audience measurement will be available. This will lead to more online advertisers.

DESCRIPTORS: Advertising ; Internet Marketing

23/3,K/10

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
(c)2003 Info.Sources Inc. All rts. reserv.

00106957 DOCUMENT TYPE: Review

PRODUCT NAMES: Online Observer (695327)

TITLE: Ratings Business Gets New Player With Weekly Data

AUTHOR: Wang, Nelson

SOURCE: Internet World, v4 n12 p1(2) Mar 30, 1998

ISSN: 1097-8291

Homepage: <http://www.iw.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20020422

...s service as a ratings authority on the Web (in the way Nielsen is for television programming). Online Observer has the ability to track sites and the performance of even the...

...size is currently just 2,000 people. @Home tracks about 11,000 Web and online users each month while Relevant Knowledge uses a panel of about 4,000 members. Net Ratings plans to add 2,000 to 3,000 panelists each month until it reaches its target of 25,000 panel members. At this point, it will be able to segment its data with more reliability. Net Ratings is the only one of the three rating...

...to get employers to permit monitoring of employee Internet use. Net Ratings recruits only home users as a result. This includes home business owners and employees, however.

DESCRIPTORS: Advertising ; Demographics; Internet Marketing; Market Research; Survey Research

23/3,K/11

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00106903 DOCUMENT TYPE: Review

PRODUCT NAMES: Interactive Television (833941); Internet (833029

TITLE: Interactive WebTV

AUTHOR: Brown, Eric

SOURCE: NewMedia, v8 n2 p40(3) Feb 10, 1998

ISSN: 1060-7188

Homepage: <http://www.newmedia.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20020130

PRODUCT NAMES: Interactive Television (

WebTV Plus offers a pseudo-interactive TV function by decoding uniform resource locators (URLs) sent over the VBI part of the broadcast signal. When a broadcaster sends a URL related to current TV programming, WebTV Plus finds it and shows a crossover icon in the corner of the TV screen. When the icon is clicked, Plus dials up a special buffer site optimized for TV provided by the broadcaster or advertiser. The TV screen shrinks and moves into a corner so that the user can see the buffer page, which offers programming choices. WebTV backers want broadcasters to deliver Web pages and other content to WebTV one day early so WebTV can datacast information to each user using the whole video signal. Servers based on Santa Cruz Operation's UNIX operating system...

...in a few smaller pilots should be available later this year. Low-cost set-top boxes from NextLevel and Scientific-Atlanta will be used, and users will connect using to UNIX servers at cable head-ends that would do the intensive...

...of a 33.6 modem. Also discussed are moving cable modem transmission to set-top boxes and competition between PCs and network computers.

DESCRIPTORS: Front Ends; Interactive Television ; Internet Utilities; Television ; Thin Clients

23/3,K/12

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00101504 DOCUMENT TYPE: Review

PRODUCT NAMES: Company--Yahoo! Inc (862835)

TITLE: Yahoo!, Advertisers Chat Up Online Service  
AUTHOR: Taylor, Catharine P

SOURCE: Interactive Week, v4 n17 p26(1) May 26, 1997  
ISSN: 1078-7259  
HOMEPAGE: <http://www.interactive-week.com>

RECORD TYPE: Review  
REVIEW TYPE: Company

REVISION DATE: 20020703

**TITLE: Yahoo!, Advertisers Chat Up Online Service**

Yahoo!'s chat service, which is funded by **advertising** revenues, has been a success, even though some thought **ads** might cause chatters to shy away from the site. About 50,000 chat sessions occur each day on the site. IChat software includes a **frame** initially designed to allow **users** to continue to surf the Internet while chatting, but the **frame** is now sold to **advertisers**. For example, ParentTime wanted a more effective way to inform **users** about its parenting site, and to attract **users** to the site. Yahoo! wanted content to run in its chat **frame** that would increase value for its chat **audience**. The resulting ad campaign puts **parts** of ParentTime.com in a particular Yahoo! chat environment. ParentTime will have three-month exclusive...

...society and culture chat rooms, which are the most popular ones in Yahoo!'s chat **areas**. Content is built into the size of the **frame** as a preview environment, instead of showing chat **users** a tiny **portion** of a Web page from ParentTime. Other **advertisers** have also used the site to run their own content demonstrations, including Smith Barney and Starwave's entertainment sites. The **frames** briefly interrupt the chat cycle, but Yahoo! says that **users** of the environment generally have significant downtime, because many people chat while they watch **television**.

23/3, K/13  
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00099507 DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Utilities (834904); Indexing (836729)

**TITLE: LookSmart mines riches of the Web**  
**AUTHOR: Staff**  
**SOURCE: Link-Up, v14 n1 p1(2) Jan/Feb 1997**  
**ISSN: 0734-988X**  
**HOMEPAGE: <http://www.infotoday.com>**

RECORD TYPE: Review  
REVIEW TYPE: Review  
GRADE: A

REVISION DATE: 20020330

...used by young, white males with technical interests, and LookSmart aims to give new Internet **users** easier-to-use search and directory products. LookSmart's World Wide Web directory is different...

...ease of use, editorial bent, and the quality of the environment provided for consumers and **advertisers**. A graphical **user** interface (GUI) gives **users** a clear, uncluttered path to resources and finds pertinent Web sites

so **users** do not have to scroll through thousands of irrelevant Web sites. Refined search functions return contextual responses to keyword searches, so that **users** can narrow down topics further by selecting them, instead of entering more keywords. LookSmart has a Favorites **section** that allows **users** to gain access to and customize often-needed resources, such as news, online magazines, shopping, local information, software, and Web chat. With the 'My Town' **area**, local **users** in 50 major cities can **see** a **TV** guide, community calendar, or local sports and recreation information, and travelers can view local restaurants...  
?

File 348:EUROPEAN PATENTS 1978-2003/Mar W01

(c) 2003 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20030306, UT=20030227

(c) 2003 WIPO/Univentio

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Set	Items	Description
S1	1798	(ADVERTIS? OR ADS OR PROMOTIONS OR COMMERCIALS OR SPOTS) (5-N) (TELEVISION OR TV)
S2	231	S1(3N) (DISPLAY OR DISPLAYING OR SHOW OR SHOWING)
S3	33	S2(S) (CATCH? OR SEE OR IMPACT OR TARGET????? OR ATTRACT?)
S4	6579	SPATIAL?(3N) (SEGMENT? OR PARTS OR PART OR SECTION? OR SECT-OR? OR PIECE? ? OR PORTION? ? OR FRAGMENT? OR FRAME? OR REGIO-N? OR SQUARE? OR BOXES OR AREA??)
S5	431	S4(5N) (PLURAL? OR MANY OR MULTI OR MULTIPLE OR SEVERAL OR -NUMEROUS)
S6	63	S5(S) (MATRIX OR MATRICES OR GRID OR GRIDS OR CELL OR CELLS)
S7	942286	SECOND?? OR SPLIT()SECOND?? OR HALF()SECOND?? OR INSTANTAN-EOUS? OR QUARTER()SECOND? OR (4 OR FOUR)()SECOND?? OR (ONE OR 1)()SECOND?
S8	15003	EXPOSURE(3N)TIME
S9	633632	IMAGE? OR GRAPHIC? OR GRAPHIX OR VIDEO OR FILM?? OR (MOVING OR MOTION) (3N)PICTURE?
S10	50308	(VIEWER?? OR INDIVIDUAL?? OR PARTICIPANT OR USER?? OR PERS-ONS OR SUBSCRIBERS OR CUSTOMERS OR HUMAN OR AUDIENCE) (5N) (RES-PONS? OR REPLIES OR REACTION?)
S11	70064	SHADE OR SHADING OR TRANSPARENC? OR (COLOR OR COLOUR) ()TIN-GE?? OR CHROME OR LUMINANCE
S12	80187	IC=(H04B? OR H04N?)
S13	3	S2(S)S10(S)S7
S14	0	S1(S)S5
S15	89	S1(S)S10
S16	40	S15(S)S9
S17	22	S16(S) (SEGMENT? OR PARTS OR PART OR SECTION? OR SECTOR? OR PIECE? ? OR PORTION? ? OR FRAGMENT? OR FRAME? OR REGION? OR SQUARE? OR BOXES OR AREA??)
S18	11	S17(S) (S7 OR S8)
S19	3	S18 AND S12
S20	1	S19 NOT S13
S21	8	S18 NOT (S19 OR S13)
S22	30625	S9(5N)S7(S) (SEGMENT? OR PARTS OR PART OR SECTION? OR SECTO-R? OR PIECE? ? OR PORTION? ? OR FRAGMENT? OR FRAME? OR REGION? OR SQUARE? OR BOXES OR AREA??)
S23	139	S22(S) (VIEWER?? OR INDIVIDUAL?? OR PARTICIPANT OR USER?? OR PERSONS OR SUBSCRIBERS OR CUSTOMERS OR HUMAN OR AUDIENCE) (3N-) (CATCH? OR SEE OR IMPACT OR TARGET????? OR ATTRACT?)
S24	7	S23(10N) (TV OR TELEVISION)

13/3,K/1 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00839876 \*\*Image available\*\*

METHOD AND APPARATUS FOR PURCHASING PRODUCT OVER AN INTERACTIVE TELEVISION NETWORK

PROCEDE ET APPAREIL PERMETTANT D'ACHETER UN PRODUIT SUR UN RESEAU DE TELEVISION INTERACTIF

Patent Applicant/Assignee:

DIGEO BROADBAND INC, 8815 122nd Avenue NE, Kirkland, WA 98033, US, US  
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Legal Representative:

CHO Steve Y (et al) (agent), Townsend and Townsend and Crew LLP, Two  
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200173525 A2-A3 20011004 (WO 0173525)

Application: WO 2001US9625 20010322 (PCT/WO US0109625)

Priority Application: US 2000193046 20000329; US 2000634136 20000808

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR  
KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE  
SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5499

Fulltext Availability:

Claims

Claim

... wherein said viewer-initiated directives  
are transmissions from a remote control unit.

36 An interactive television system for interactive advertising ,  
comprising:

a **display** having an associated sound generating component;  
first circuitry configured to receive a television signal and...

...to detect the presence of product supplemental information relating to  
an advertisement for a  
product;

**second** circuitry configured to deliver said television signal from said  
first circuitry to said display to...

...receive user provided input; and  
fourth circuitry configured for communication over a communication  
network,  
said **second** circuitry further configured to present a portion of said  
product 1 5 supplemental information in **response** to receiving **user**  
provided input of

13/3,K/2 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00826494 \*\*Image available\*\*

**INTERACTIVE MULTI MEDIA USER INTERFACE USING AFFINITY BASED CATEGORIZATION  
INTERFACE UTILISATEUR MULTIMEDIA INTERACTIVE UTILISANT UNE CATEGORISATION  
PAR AFFINITE**

Patent Applicant/Assignee:

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94043, US, US (Residence), US (Nationality)

Patent Applicant/Inventor:

ZENITH Steven Ericsson, Suite 100, 1235 Pear Avenue, Mountain View, CA  
94043, US, US (Residence), GB (Nationality), (Designated only for: AU)

Legal Representative:

CASEY Lindsay Joseph (et al) (agent), F.R. Kelly & Co., 27 Clyde Road,  
Ballsbridge, Dublin 4, IE,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200160072 A2-A3 20010816 (WO 0160072)

Application: WO 2001IB438 20010214 (PCT/WO IB0100438)

Priority Application: US 2000504327 20000214

Designated States: AU JP

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 11312

Fulltext Availability:

Claims

Claim

... during the previously mentioned client update of the remote application store

1405. For example, a **viewer** may have made a **response** to a transcript associated with an advertisement during the course of their television viewing. If...the enhanced television broadcast 6. Such a trigger may indicate the start of a particular **television show** or **advertisement** - transcripts triggered in this way can provide supplemental interactive entertainment as illustrated in FIG 1...of 2 0 how the dialog interacts with a viewer is in the presentation of **second** level content. Dialog of the character and viewer can continue concurrently with the dialog and...

...selected character

acts as a filter and scans incoming content by selecting channels, programming or **second** level content for the viewer to watch. The affinity character

13/3,K/3 (Item 3 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00742683 \*\*Image available\*\*

**SYSTEM AND METHOD FOR MINIGUIDE IMPLEMENTATION**

**SYSTEME ET PROCEDE DE MISE EN OEUVRE DE MINIGUIDE**

Patent Applicant/Assignee:

INDEX SYSTEMS INC, P.O. Box 71, Craigmuir Chambers, Road Town, Tortola,  
British Virgin Islands, VG, -- (Residence), -- (Nationality), (For all  
designated states except: US)

Patent Applicant/Inventor:

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WARD Thomas Edward III, 60 Cherry Brook Road, Weston, MA 02193, US, US (Residence), US (Nationality), (Designated only for: US)

Legal Representative:

CHANG Josephine E (agent), Christie, Parker & Hale, LLP, P.O. Box 7068, Pasadena, CA 91109-7068, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200056072 A1 20000921 (WO 0056072)

Application: WO 2000US6872 20000315 (PCT/WO US0006872)

Priority Application: US 99124414 19990315

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 6092

Fulltext Availability:

Claims

Claim

... for highlighting the advertisement; and means for activating a function with respect to the highlighted advertisement.

14 A television system for displaying television schedule information, the system comprising:

a television screen including a first area and a second area located horizontally adjacent to the first area; a tuner coupled to the television screen...

...the memory, the processor being 3 5 operable to execute program instructions including displaying in response to the user command a portion of the television schedule information associated with the television program on the first area and an advertisement on the second area, the portion of the information and the advertisement being overlaid on a portion of...

?

20/3,K/1 (Item 1 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00156314

**SIGNAL PROCESSING APPARATUS AND METHODS**  
**DISPOSITIF ET PROCEDES DE TRAITEMENT DE SIGNAUX**

Patent Applicant/Assignee:

HARVEY John C,

Inventor(s):

HARVEY John C,

CUDDIHY James W,

Patent and Priority Information (Country, Number, Date):

Patent: WO 8902682 A1 19890323

Application: WO 88US3000 19880908 (PCT/WO US8803000)

Priority Application: US 8796 19870911

Designated States: AT AU BE BJ BR CF CG CH CM DE DK FI FR GA GB GB HU IT JP

KP LK LU MC MG ML MR MW NL NO RO SE SN SU TD TG

Publication Language: English

Fulltext Word Count: 161690

International Patent Class: H04N-07:16

Fulltext Availability:

Claims

Claim

... Kimura No.

31891,792\* U.S. Patent to Baer No. 4,310,854 describes a second system for-continuously displaying readable alphanumeric captions ...describes a cable television system controlled by a minicomputer that responds to signals transmitted from viewers by telephone. In response to viewers, input preferences, the computer generates a schedule which determines what prerecorded, so@called local origination...so-called limage,-wwithin-imagell capacity,, the viewer can superimpose a secondary image from a second peripheral unit upon the primary image on the television display. in this fashion, two peripheral...a digital signal be transmitted at a particular place on a select line of each frame of a television program. But television has only so much capacity for transmitting 15 signals outside the visible image ; it is inefficient for such signals to serve only one function; and broadcasters can foresee...

...them. Furthermore, advertisers recognize that if the systems of Crosby, Haselwood and Greenberg 20 distinguish TV advertisements by means of single purpose signals, television receivers and video tape recorders can include capacity for identifying said signals and suppressing the associated advertisements. Accordingly...

...so-called "proof-of-performance" 25 Audit service has yet proven commercially viable. As a second example, because of the lack of a viable independent audit system, each service that broadcasts...

?

21/3,K/1 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00981420

DEVICES, METHODS AND A SYSTEM FOR IMPLEMENTING A MEDIA CONTENT DELIVERY AND  
PLAYBACK SCHEME

DISPOSITIFS, PROCEDES ET SYSTEME PERMETTANT DE METTRE EN OEUVRE UN  
MECANISME DE LECTURE ET DE DIFFUSION D'UN CONTENU MEDIA

Patent Applicant/Assignee:

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Philadelphia, PA 19130, US,

ACQUESTA David, 7818 Devon Street, Philadelphia, PA 19118, US,

Legal Representative:

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Washington, DC 20004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200310634 A2 20030206 (WO 0310634)

Application: WO 2002US23713 20020726 (PCT/WO US0223713)

Priority Application: US 2001912408 20010726

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO  
RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 97067

Fulltext Availability:

Detailed Description

Detailed Description

... channel to facilitate playback of the media content through a remote  
device (e.g., the **second** device 120). The playback of the media content  
...a first predetermined time after the delivery of the media content.

As noted above, the **second** device 120 includes a processor 150 that  
controls playback of media content delivered asynchronously over...

...invention, may include a software module 180, as shown in Figures 1 and  
3. The **second** device 120 may also include a memory portion 190 that  
stores at least a portion...content.

In addition, the media content may not be detectable by a user of the  
**second** device 120 until the predetermined time.

The media content may be distributed from the **second** device to another  
device (e.g., portable device). The distribution of the media content may  
...300 may control the playback of

media content via a display. As noted above, the second device 120 may include a display 125 a-rid the first software playback module 300...  
NULL) {  
TRACEO(I'DownloadThread Error: Could not find inb@ox node.");  
::PostMessage(m.pMainHWnd, WM\_USER -NOTIFYICON-ANIMATION-END,  
(LPARAM) 0, (WPARAM) 0) ;  
::PostMessage(m.pMainHWnd, WM-USER-DONE-DOWNLOAD, NULL...;

21/3,K/2 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT  
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00935047 \*\*Image available\*\*

**SYSTEMS AND METHODS FOR DISTRIBUTING TARGETED MULTIMEDIA CONTENT AND ADVERTISING**  
**SYSTEMES ET PROCEDES DE DISTRIBUTION DE CONTENU ET DE PUBLICITE MULTIMEDIA CIBLES**

Patent Applicant/Inventor:

STRIETZEL Jonathan, 2990 Gale Avenue, Long Beach, CA 90810, US, US  
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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200269225 A1 20020906 (WO 0269225)

Application: WO 2002US5289 20020221 (PCT/WO US0205289)

Priority Application: US 2001793939 20010226

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 12106

Fulltext Availability:

Claims

Claim

... the art will also recognize that content provider database(s) 104 may be included as part of system 100. The content providers can be, for example, record companies, movie companies, television...user, then preferably the user can be presented with the option of accessing a custom area 117 in step 206. Preferably, the user is permitted to create a custom area 117 on content server 102 that is personalized to the user's own tastes. This...

...a user may be permitted to create, edit, and store in the user's custom area 117 a custom index or play lists of the user's favorite music.

Alternatively, if...

...content, the user can be permitted to create and store in the user's custom area 117 a personalized television or movie programming list that can be accessed anytime the user...

...the same artist or band is available. In the case of television, music,

or music **video** content, terminal 106 may be a settop box on a digital television, or it may...

...become less and less important in the future. Once a user has setup a custom **area** 117, which includes custom indexes such as custom play lists or television or movie programming...

...the user more than a first preset number of times and/or less than a **second** preset number of times. Further, if the information related to the other users reveals that...of selecting content to add to his custom indexes stored in the user's custom **area** 117. After the user is done browsing the indexes and has added any items to...

...added to the user's custom indexes and/or stored in the user's custom **area** 117 so that they are readily available to the user the next time the user...

...of times for which the user has prepaid. In a variation of this implementation, a **second** counter may be used so that after a user has purchased a predetermined number ...an audio message in MP3 fort-nat. The message is preferably short, for example, 5 **seconds**, and will be appended to the front or back of the music file, i.e...

...of each chapter, or after a predefined number of pages If the selected content is **television** content, then an **advertisement** or series of short advertisements can be appended to the beginning and/or ending of...

...at appropriate locations during the show. The same method can be used for movies, music **video**, or radio programming. With regard to ...are also limited by the particular terminal being used. For example, the advertisement could include **video**, audio, **graphics**, text, etc., depending on the type of content being downloaded and the type of terminal...

...advertising, because the user is more likely to "notice" an audio advertisement or an audio **portion** of an advertisement. If the advertisement is purely visual, i.e., text, **graphics**, or **video**, then it may not be noticed if the user is looking away or not paying...

21/3,K/3 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00901307 \*\*Image available\*\*

**KIOSK SYSTEM CENTRALLY CONTROLLED THROUGH INTERNET**  
**SYSTEME DE KIOSQUE CONTROLE CENTRALEMENT PAR INTERNET**

Patent Applicant/Assignee:

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Seocho-gu, Seoul 137-090, KR, KR (Residence), KR (Nationality)

Inventor(s):

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Legal Representative:

CHO Hyeon Seog (agent), 3rd Floor, Yoonsung Building, 628-13  
Yeoksam-Dong, Kangnam-Ku, Seoul 135-080, KR,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200235370 A1 20020502 (WO 0235370)

Application: WO 2001KR1795 20011024 (PCT/WO KR0101795)

Priority Application: KR 200062665 20001024; KR 200145552 20010727; KR 200145553 20010727; KR 200145554 20010727; KR 200145555 20010727

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CO CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS KE KG KP KZ LC LK  
LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5445

Fulltext Availability:

Claims

Claim

... image received through the channel selected by the television broadcast reception means with an advertisement **image** retrieved from the memory; a **second** monitor for displaying a coordinated **image** from the **graphic** control means; and a **second** controller communicating with the first controller for controlling the television broadcast reception means soand controlling the **graphic** control means to display the broadcasting **image** coordinated with the advertisement signal on the **second** monitor.

16 A kiosk system centrally controlled through the Internet, comprising:  
a database for storing...

21/3,K/4 (Item 4 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00844196 \*\*Image available\*\*  
SYSTEM AND METHOD FOR PERSONALIZED MESSAGE CREATION AND DELIVERY  
SYSTEME ET PROCEDE DE CREATION ET D'ACHEMINEMENT D'UN MESSAGE PERSONNALISE

Patent Applicant/Assignee:

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Inventor(s):

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SCHULER Chet, 30 Westminster Drive, Marlboro, MA 01752, US,

Legal Representative:

MICHAELIS Brian L (et al) (agent), Brown, Rudnick, Freed & Gesmer, P.C.,  
One Financial Center, Boston, MA 02111, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200177776 A2 20011018 (WO 0177776)  
Application: WO 2001US10351 20010329 (PCT/WO US0110351)  
Priority Application: US 2000545015 20000407

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK  
LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 10787

Fulltext Availability:  
Detailed Description

Detailed Description

... determine which of the multiplexed signals will be selected, and specialized hardware "seamlessly" switches between **video** channels, such that the user cannot perceive the switchover (other than the change of content...)

...start of a sports program, the user can select the preferred language of the audio **segments**, and whether on-screen **graphics** (e.g., player statistics) should be displayed. These inputs can be used to insert scheduled "trigger points" into the **video** or digital program which are later used to select the audio-visual combinations preferred according...  
...by the user. When a trigger point is played, the computer system selects a different **video segment**, **graphic**, or audio **segment**, either from alternate channels, or from a database of such **segments** downloaded to the computer on a **second** communication channel (either in parallel with the primary transmission, or on CD-ROM,

3

or...

...user must intentionally interact with the program to select the preferences. Also, the only selectable **segments** are those produced as **part** of the program. There is no real-time search for or compilation of new materials. The user preferences are only evaluated according to the pre-selected criteria that correspond to **segment** selections. Each **video segment** is either played or not played; but the **video segment** itself is not modified according to any **user** inputs.

The television industry's **reaction** to the limitations of broadcast medium has been "localism," that is, an attempt to target...

21/3,K/5 (Item 5 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00806392

TECHNOLOGY SHARING DURING ASSET MANAGEMENT AND ASSET TRACKING IN A NETWORK-BASED SUPPLY CHAIN ENVIRONMENT AND METHOD THEREOF  
PARTAGE TECHNOLOGIQUE LORS DE LA GESTION ET DU SUIVI DU PARC INFORMATIQUE DANS UN ENVIRONNEMENT DU TYPE CHAINE D'APPROVISIONNEMENT RESEAUTEE, ET PROCEDE ASSOCIE

Patent Applicant/Assignee:

ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US  
(Residence), US (Nationality)

Inventor(s):

MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,

Legal Representative:

HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 38th Floor,  
2029 Century Park East, Los Angeles, CA 90067-3024, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200139086 A2 20010531 (WO 0139086)

Application: WO 2000US32310 20001122 (PCT/WO US0032310)

Priority Application: US 99444653 19991122; US 99447623 19991122  
Designated States: AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE  
DK DM DZ EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT TZ UA UG UZ VN YU ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 156214

Fulltext Availability:

Detailed Description

Detailed Description

... the same consumer can be expected, with some degree of probability, to purchase a particular **second** item within a defined time period after the first purchase.

Classification of the data records...be delivered and reproduced by maintaining a data path of 64 Kbps (thousand bits per **second**). This rate is not the rate required to send digitized voice per se. Rather, 64

...in this event, there is no way to gain connection until some other connection terminates. **Second**, utilization can be low while costs are high. In other words, the calling party is...computers can transfer data at speeds in the hundreds of megabits, and even gigabits per **second**. A poor error rate at these speeds would be only one error per day. In...

...standard Q telephone lines, has a maximum data rate in the thousands of bits per **second**, and a much higher error rate. In fact, the combined bit rate times error rate...require modem hardware including.

High speed switches that can operate at gigabit (trillion bit) per **second** speeds to handle the traffic from many computers.

Optical fibers (versus copper wires) that provide...

...with host-to-ATM switch connections running at 100 or 155 Mbps (million bits per **second**).

3) Fixed size cells, each of which includes 53 bytes.

ATM incorporates features of both...

...transmitting voice, video, and data over digital lines," most commonly running at 64 kilobits per **second**. The traditional phone network runs voice at only 4 kilobits per **second**. To adopt ISDN, an end user or company must upgrade to ISDN terminal equipment, central...Wide Web browsing tool. However, although a computer on an SSL connection may initiate a **second** SSL connection to another

computer, a drawback to the SSL approach is each SSL connection...for the right to access all or parts of a useful publicly accessible online system. **Second**, the online service may pay the user for performing some type of action such as...scroll bar type advertisement at the bottom of a computer screen is based on similar **advertising** techniques used in cable **television** and other television contexts.

There are also examples of computer programs which contain advertisements.

In...

21/3,K/6 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00806384  
NETWORK AND LIFE CYCLE ASSET MANAGEMENT IN AN E-COMMERCE ENVIRONMENT AND  
METHOD THEREOF  
GESTION D'ACTIFS DURANT LE CYCLE DE VIE ET EN RESEAU DANS UN ENVIRONNEMENT  
DE COMMERCE ELECTRONIQUE ET PROCEDE ASSOCIE

Patent Applicant/Assignee:

ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US  
(Residence), US (Nationality)

Inventor(s):

MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,

Legal Representative:

HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 38th Floor,  
2029 Century Park East, Los Angeles, CA 90067-3024, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200139030 A2 20010531 (WO 0139030)

Application: WO 2000US32324 20001122 (PCT/WO US0032324)

Priority Application: US 9944775 19991122; US 99447621 19991122

Designated States: AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CU CZ DE DK  
DZ EE ES FI GB GE GH GM HR ID IL IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR  
TT UA UG UZ VN YU ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 171499

Fulltext Availability:

Detailed Description

Detailed Description

... require modem hardware including.

High speed switches that can operate at gigabit (trillion bit) per  
second speeds to handle the traffic from many computers.

Optical fibers (versus copper wires) that provide...

...to-ATM switch connections running at 1 00 or 15 5 Mbps (million bits per  
second ).

3) Fixed size cells, each of which includes 53 bytes.

I 0

ATM incorporates features...

...transmitting voice, video, and data over digital lines," most commonly  
running at 64 kilobits per second . The traditional phone network runs  
voice at only 4 kilobits per second . To adopt ISDN, an end user or

company must upgrade to ISDN terminal equipment, central...sale" price reverts to the "regular" price. If a merchant wishes to change prices in response to a competitor's price, usually special effort

173

is required to change price tags...

21/3,K/7 (Item 7 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00806383

COLLABORATIVE CAPACITY PLANNING AND REVERSE INVENTORY MANAGEMENT DURING DEMAND AND SUPPLY PLANNING IN A NETWORK-BASED SUPPLY CHAIN ENVIRONMENT AND METHOD THEREOF

PLANIFICATION EN COLLABORATION DES CAPACITES ET GESTION ANTICIPEE DES STOCKS LORS DE LA PLANIFICATION DE L'OFFRE ET DE LA DEMANDE DANS UN ENVIRONNEMENT DE CHAINE D'APPROVISIONNEMENT FONDEE SUR LE RESEAU ET PROCEDE ASSOCIE

Patent Applicant/Assignee:

ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US  
(Residence), US (Nationality)

Inventor(s):

MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,

Legal Representative:

HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 1400 Page Mill Road, Palo Alto, CA 94304, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200139029 A2 20010531 (WO 0139029)

Application: WO 2000US32309 20001122 (PCT/WO US0032309)

Priority Application: US 99444655 19991122; US 99444886 19991122

Designated States: AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 157840

Fulltext Availability:

Detailed Description

Detailed Description

... Manager is one product which performs several functions. In this context it is it is **responsible** for receiving and displaying all events, regardless of their source.

107

Netcool HP OV NNM...less time interacting with a product support engineer, and is relieved of many of the **responsibilities** in diagnosing and resolving problems. Automated diagnoses and shorter customer interactions save the product support...and custom data gathering in the form of queries provided by the sponsor/vendor-for **response** by the **user** .

The pertinent answers are then immediately provided to the sponsor/vendor. The Internet...

21/3,K/8 (Item 8 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00535355 \*\*Image available\*\*

**EVALUATION OF RESPONSES OF PARTICIPATORY BROADCAST AUDIENCE WITH PREDICTION OF WINNING CONTESTANTS: MONITORING, CHECKING AND CONTROLLING OF WAGERING, AND AUTOMATIC CREDITING AND COUPONING**

**EVALUATION DES REPONSES D'AUDITEURS PARTICIPANT A UNE EMISSION RADIODIFFUSEE AVEC PREDICTION DES GAGNANTS PARMI LES PARTICIPANTS: CONTROLE, VERIFICATION ET REGULATION DES PARIS, ET DISTRIBUTION AUTOMATIQUE DE CREDIT ET DE COUPONS**

Patent Applicant/Assignee:

VON KOHORN Henry,

Inventor(s):

VON KOHORN Henry,

Patent Applicant/Inventor:

VON KOHORN Henry, 945 Treasure Lane, Vero Beach, FL 32963, US, US  
(Residence), US (Nationality)

Legal Representative:

GREEN Clarence A (agent), Perman & Green, LLP, 425 Post Road, Fairfield, CT 06430, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9966707 A2-A3 19991223

Application: WO 99US10850 19990517 (PCT/WO US9910850)

Priority Application: US 9888148 19980601

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 131080

Fulltext Availability:

Detailed Description

Detailed Description

... that of the

14

usual interruption of a broadcast program for a message from an **advertiser** or sponsor, Thereby, the invention allows for the simultaneous participation of people from across the...antenna 36 at the receiving station 16.

Thus, at the receiving station 16, a standard **television** set 38 including the screen 20 receives the televised program via antenna 26 and presents...the tapes of television programs to be broadcast successively in different time zones. Alternatively, the **second** signal describing the task may be transmitted over the video channel by use of a...

...and scoring criteria within the audio channel to occupy narrow spectral bands in the upper portion of the audio spectral band. The system 200 is readily described in terms of four...

...signals, the first signal being the television signal portraying activity in the studio 71

. The **second** signal provides the description of the task to be performed by the studio and/or...

?

24/3,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01048653  
DEVICE FOR RECEIVING, DISPLAYING AND SIMULTANEOUSLY RECORDING TELEVISION IMAGES VIA A BUFFER  
VORRICHTUNG ZUM EMPFANGEN, ANZEIGEN UND GLEICHZEITIGEM AUFZEICHNEN VON FERNSEHBILDERN VIA EINEM PUFFERSPEICHER  
DISPOSITIF DE RECEPTION, D'AFFICHAGE ET D'ENREGISTREMENT SIMULTANES D'IMAGES DE TELEVISION VIA UNE MEMOIRE TAMPON

PATENT ASSIGNEE:  
Koninklijke Philips Electronics N.V., (200769), Groenewoudseweg 1, 5621 BA Eindhoven, (NL), (Proprietor designated states: all)

INVENTOR:  
BRULS, Wilhelmus, Hendrikus, Alfonsus, Prof. Holstlaan 6, NL-5656 AA Eindhoven, (NL)

LEGAL REPRESENTATIVE:  
Groenendaal, Antonius Wilhelmus Maria (59381), INTERNATIONAAL OCTROOIBUREAU B.V., Prof. Holstlaan 6, 5656 AA Eindhoven, (NL)

PATENT (CC, No, Kind, Date): EP 948863 A1 991013 (Basic)  
EP 948863 B1 030212  
WO 99022513 990506

APPLICATION (CC, No, Date): EP 98945487 981012; WO 98IB1595 981012  
PRIORITY (CC, No, Date): EP 97202565 971029

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: H04N-005/765

NOTE:

No A-document published by EPO  
LANGUAGE (Publication, Procedural, Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	200307	2355
CLAIMS B	(German)	200307	2050
CLAIMS B	(French)	200307	2475
SPEC B	(English)	200307	6266
Total word count - document A			0
Total word count - document B			13146
Total word count - documents A + B			13146

...SPECIFICATION instant of display by the device. The relation between the time of receiving and displaying television images in the second state is denoted by the line section 104.

Fig. 3 shows diagrammatically, as a function of time, the instants of receiving television...

24/3,K/2 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00924298 \*\*Image available\*\*  
A METHOD AND SYSTEM FOR SUPPLEMENTING TELEVISION PROGRAMMING WITH E-MAILED MAGAZINES  
PROCEDE ET SYSTEME PERMETTANT DE COMPLETER UNE PROGRAMMATION TELEVISUELLE PAR DES MAGAZINES ENVOYES PAR COURRIER ELECTRONIQUE

Patent Applicant/Assignee:

I-REQUEST INC, 2018 156TH Avenue, N.E., Suite 100, Bellevue, WA 98007, US  
, US (Residence), US (Nationality)

DAVIS T Ron, 25424 NE 49th Way, Redmond, WA 98053, US, US (Residence), US  
(Nationality)

Inventor(s):

WOODS John, 14346 Bear Creek Rd., Woodinville, WA 98072, US,  
GILMAN David, 6158 162nd Place SE, Bellevue, WA 98006, US,

Legal Representative:

LORBIECKI Mark L (agent), Black Lowe & Graham, PLLC, 816 2nd Avenue,  
Seattle, WA 98104, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200258393 A1 20020725 (WO 0258393)

Application: WO 2002US1119 20020117 (PCT/WO US0201119)

Priority Application: US 2001262471 20010117; US 200127958 20011220

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO  
RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7835

Fulltext Availability:

Claims

Claim

... invention seeks to avoid the effect that occurred when cinemascopic movies were broadcast on conventional **television** without compressing the **image**.

FIGURE 6 portrays a **second** screen in the producer's desktop. This screen allows the producer to associate articles with...

24/3,K/3 (Item 2 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00924290 \*\*Image available\*\*

**SYSTEM AND METHOD FOR PROVIDING MULTI-PERSPECTIVE INSTANT REPLAY**  
**SYSTEME ET PROCEDE POUR PERMETTRE UNE REPRODUCTION INSTANTANEE SOUS**  
**PLUSIEURS ANGLES**

Patent Applicant/Assignee:

OPEN TV INC, 401 East Middlefield Road, Mountain View, CA 94043, US, US  
(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

HENSGEN Debra, 1510 Middlefield Road, Palo Alto, CA 94301, US, US  
(Residence), (Designated only for: US)

PIERRE Ludovic, Apartment #3, 1210 Dolores Street, San Francisco, CA  
94110, US, US (Residence), (Designated only for: US)

Legal Representative:

RANKIN Roy D (agent), Conley, Rose & Tayon, P.C., P.O. Box 398, Austin,  
TX 78767-0398, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200258383 A1 20020725 (WO 0258383)

Application: WO 2001US18284 20010606 (PCT/WO US0118284)

Priority Application: US 2001765965 20010119

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9009

Fulltext Availability:

Detailed Description

Detailed Description

... the viewer can see a first perspective (video stream VI) displayed in a large central **area** in the **television** screen and a **second** perspective ( **video** stream V2) displayed in a small picture window in the top right hand corner (or some other **area** ) of the **television** screen (Fig. 5). After an important play in the game (e.g., double 1 5...).

**24/3,K/4 (Item 3 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

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00806384

NETWORK AND LIFE CYCLE ASSET MANAGEMENT IN AN E-COMMERCE ENVIRONMENT AND  
METHOD THEREOF

GESTION D'ACTIFS DURANT LE CYCLE DE VIE ET EN RESEAU DANS UN ENVIRONNEMENT  
DE COMMERCE ELECTRONIQUE ET PROCEDE ASSOCIE

Patent Applicant/Assignee:

ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US  
(Residence), US (Nationality)

Inventor(s):

MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,

Legal Representative:

HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 38th Floor,  
2029 Century Park East, Los Angeles, CA 90067-3024, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200139030 A2 20010531 (WO 0139030)

Application: WO 2000US32324 20001122 (PCT/WO US0032324)

Priority Application: US 99444775 19991122; US 99447621 19991122

Designated States: AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CU CZ DE DK  
DZ EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR  
TT UA UG UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 171499

Fulltext Availability:

Detailed Description

Detailed Description

... for conducting commerce 1 5 via an electronic means, such as a

computer network, cable television network, or direct dial modem. Previous attempts to provide electronic commerce subsystems have been custom...

**24/3,K/5 (Item 4 from file: 349)**  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00491161 \*\*Image available\*\*  
**DEVICE FOR RECEIVING, DISPLAYING AND SIMULTANEOUSLY RECORDING TELEVISION IMAGES VIA A BUFFER**  
**DISPOSITIF DE RECEPTION, D'AFFICHAGE ET D'ENREGISTREMENT SIMULTANES D'IMAGES DE TELEVISION VIA UN TAMPON**

Patent Applicant/Assignee:  
KONINKLIJKE PHILIPS ELECTRONICS N V,  
PHILIPS AB,

Inventor(s):

BRuLS Wilhelmus Hendrikus Alfonsus,  
Patent and Priority Information (Country, Number, Date):

Patent: WO 9922513 A2 19990506  
Application: WO 98IB1595 19981012 (PCT/WO IB9801595)  
Priority Application: EP 97202565 19971029

Designated States: JP KR AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Fulltext Word Count: 7583

Fulltext Availability:

Detailed Description

Detailed Description

... instant of display by the device. The relation between the time of receiving and displaying television images in the second state is denoted by the line section 104.

Fig. 3 shows diagrammatically, as a

**24/3,K/6 (Item 5 from file: 349)**  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00464430 \*\*Image available\*\*  
**APPARATUS FOR REPRODUCING DATA OF A VIDEO COMPACT DISC PLAYER**  
**APPAREIL DE LECTURE DE DONNEES DE LECTEUR DE DISQUE COMPACT VIDEO**

Patent Applicant/Assignee:  
DAEWOO ELECTRONICS CO LTD,

Inventor(s):

PARK Soon Bae,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9854895 A1 19981203  
Application: WO 98KR71 19980331 (PCT/WO KR9800071)  
Priority Application: KR 9721573 19970529

Designated States: CN JP AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Fulltext Word Count: 4293

English Abstract

...a phase alternation line system can be reproduced by a display

apparatus of a national television system committee system. Accordingly, the user can see the caption data regardless of a recording system of the video data recorded on the...

24/3,K/7 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT  
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00156314

**SIGNAL PROCESSING APPARATUS AND METHODS**  
**DISPOSITIF ET PROCEDES DE TRAITEMENT DE SIGNAUX**

Patent Applicant/Assignee:

HARVEY John C,

Inventor(s):

HARVEY John C,

CUDDIHY James W,

Patent and Priority Information (Country, Number, Date):

Patent: WO 8902682 A1 19890323

Application: WO 88US3000 19880908 (PCT/WO US8803000)

Priority Application: US 8796 19870911

Designated States: AT AU BE BJ BR CF CG CH CM DE DK FI FR GA GB GB HU IT JP  
KP LK LU MC MG ML MR MW NL NO RO SE SN SU TD TG

Publication Language: English

Fulltext Word Count: 161690

Fulltext Availability:

Claims

Claim

... addition, using a so-called limage, -wwithin-imagell capacity,, the viewer can superimpose a secondary image from a second peripheral unit upon the primary image on the television display. in this fashion, two peripheral units can be viewed 30 simultaneously on one television...a digital signal be transmitted at a particular place on a select line of each frame of a television program. But television has only so much capacity for transmitting 15 signals outside the visible image; it is...

?

File 344:Chinese Patents Abs Aug 1985-2003/Jan  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2002/Nov(Updated 030306)  
(c) 2003 JPO & JAPIO  
File 350:Derwent WPIX 1963-2003/UD,UM &UP=200316  
(c) 2003 Thomson Derwent

? ds

Set	Items	Description
S1	2437	(ADVERTIS? OR ADS OR PROMOTIONS OR COMMERCIALS OR SPOTS) AND (TELEVISION OR TV)
S2	937	S1 AND (DISPLAY OR DISPLAYING OR SHOW OR SHOWING)
S3	540249	CATCH? OR SEE OR IMPACT OR TARGET????? OR ATTRACT?
S4	20165	SPATIAL? AND (SEGMENT? OR PARTS OR PART OR SECTION? OR SECTOR? OR PIECE? ? OR PORTION? ? OR FRAGMENT? OR FRAME? OR REGION? OR SQUARE? OR BOXES OR AREA??)
S5	4599	S4 AND (PLURAL? OR MANY OR MULTI OR MULTIPLE OR SEVERAL OR NUMEROUS)
S6	582	S5 AND (MATRIX OR MATRICES OR GRID OR GRIDS OR CELL OR CELLS)
S7	163.6157	SECOND?? OR SPLIT()SECOND?? OR HALF()SECOND?? OR INSTANTEOUS? OR QUARTER()SECOND? OR (4 OR FOUR)()SECOND?? OR (ONE OR 1)()SECOND?
S8	11546	EXPOSURE(3N)TIME
S9	2540072	IMAGE? OR GRAPHIC? OR GRAPHIX OR VIDEO OR FILM?? OR (MOVING OR MOTION) (3N)PICTURE?
S10	74978	(VIEWER?? OR INDIVIDUAL?? OR PARTICIPANT OR USER?? OR PERSONS OR SUBSCRIBERS OR CUSTOMERS OR HUMAN OR AUDIENCE) AND (RESPONS? OR REPLIES OR REACTION?)
S11	150060	SHADE OR SHADING OR TRANSPARENC? OR (COLOR OR COLOUR) ()TIN- GE?? OR CHROME OR LUMINANCE
S12	996183	IC=(H04B? OR H04N?)
S13	4	S2 AND S9 AND S4
S14	0	S13 AND S10
S15	131	S4 AND S9 AND S10
S16	0	S15 AND S1
S17	1	S15 AND (ADVERTIS? OR ADS OR PROMOTIONS OR COMMERCIALS)
S18	22	S1 AND S7 AND S10
S19	22	S18 NOT (S13 OR S17)
S20	12	S19 NOT AD=19970905:20030310
S21	6	S15 AND S11
S22	5	S21 NOT (S17 OR S18 OR S13)
S23	5	S22 NOT AD=19970905:20030310
S24	4	S1 AND S4 AND S12
S25	2	S24 NOT (S17 OR S13 OR S18 OR S21)
S26	7369	S9 AND S4
S27	1404	S26 AND S7
S28	207	S27 AND (VIEWER?? OR INDIVIDUAL?? OR PARTICIPANT OR USER?? OR PERSONS OR SUBSCRIBERS OR CUSTOMERS OR HUMAN OR AUDIENCE)
S29	0	S28 AND ATTENTION
S30	12	S28 AND S11
S31	10	S30 NOT (S21 OR S17 OR S18 OR S13)
S32	9	S31 NOT AD=19970905:20030310

13/3,K/1 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

014419350 \*\*Image available\*\*

WPI Acc No: 2002-240053/200229

XRPX Acc No: N02-185218

**Multimedia authoring system for authoring multimedia presentations e.g. motion pictures has encoder including access to time-line and layout for providing streaming media presentation**

Patent Assignee: AVID TECHNOLOGY INC (AVID-N)

Inventor: BALKUS P A; CROFTON T W; MCELHOE G; PURCELL T C

Number of Countries: 022 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200177880	A2	20011018	WO 2001US9980	A	20010329	200229 B
AU 200147854	A	20011023	AU 200147854	A	20010329	200229

Priority Applications (No Type Date): US 2000539749 A 20000331

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200177880	A2	E	43	G06F-017/00	

Designated States (National): AU CA GB JP

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

AU 200147854 A G06F-017/00 Based on patent WO 200177880

**Multimedia authoring system for authoring multimedia presentations e.g. motion pictures has encoder including access to time-line and layout for providing streaming media presentation**

Abstract (Basic):

... A publisher (718) has access to a time-line (706) and layout (716) and outputs **display** information for **displaying** temporal and non-temporal media combined according to the time-line and the layout. An...

... a) a **graphical** user interface...

...publishing a presentation specified by a time-line including several tracks and layout defining a **spatial** relationships among media in several of tracks...

...For authoring multimedia presentations such as **motion pictures**, **television shows**, **advertisements for television**, presentations on **DVDs**, **interactive hypermedia**, etc...

...a multimedia presentation including temporal and non-temporal media. Enables specification of the temporal and **spatial** relationships among the media and playback of the presentation with the specified temporal and **spatial** relationships, which may be changed independently of each other. The presentation may be viewed interactively under the control of the author during the authoring process without encoding the audio and **video** data into a streaming media data file for combination with the other media, simulating behavior...

...The drawing is a flow diagram illustrating a relationship of **parts** of a system for authoring and publishing a multimedia presentation according to the present invention...

13/3,K/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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010771074 \*\*Image available\*\*  
WPI Acc No: 1996-268028/199627  
XRPX Acc No: N96-225351

Real-time electronic auto-multiscopic three-dimensional video display system - projects images onto multiplexer holographic optical elements comprising two-dimensional array of holograms

Patent Assignee: SHIRES M R (SHIR-I)

Inventor: SHIRES M R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5521724	A	19960528	US 93151950	A	19931115	199627 B
			US 94225916	A	19940411	

Priority Applications (No Type Date): US 94225916 A 19940411; US 93151950 A 19931115

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5521724	A	23		G02B-005/32	CIP of application US 93151950

Real-time electronic auto-multiscopic three-dimensional video display system...

...projects images onto multiplexer holographic optical elements comprising two-dimensional array of holograms

...Abstract (Basic): The pixels of a 2D display are spatially multiplexed by two HOEs (holographic optical elements) to produce a number of lateral viewing zones...

...when reconstructed projects a spot onto the directional screen HOE. The sum of all these spots forms a two-dimensional raster of spots on the directional screen HOE...

...creating at least two laterally offset viewing zones of each spot. A real-time 2D image generator is used to control the brightness of light entering or immediately after exiting each hologram or portion of each hologram of the multiplexer HOE. Varying the 2D image generated thus varies which spots are visible in each viewing zone and thus the automultiscopic (or autostereoscopic) image the viewer sees. When each view presented corresponds to a 2D perspective view of an image, the viewer perceives a 3D image.

...  
...USE/ADVANTAGE - 3D television, video games etc. Achieves results superior to lenticular screen system

...Title Terms: VIDEO ;

13/3,K/3 (Item 3 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

007745276 \*\*Image available\*\*  
WPI Acc No: 1989-010388/198902  
XRPX Acc No: N89-007931

Three-dimensional display appts. for e.g. TV instrumentation, and VDU

- utilises both lateral and time multiplexing so visible views correspond to true image angle thus giving 3D effect

Patent Assignee: TRAVIS A R L (TRAV-I)

Inventor: TRAVIS A R L

Number of Countries: 014 Number of Patents: 009

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
GB 2206763	A	19890111	GB 8816456	A	19880711	198902	B
WO 9007848	A	19900712				199031	N
GB 2206763	B	19910731				199131	
EP 452303	A	19911023	EP 89901582	A	19890109	199143	N
US 5132839	A	19920721	US 88217617	A	19880711	199232	
			US 90633283	A	19901224		
JP 4504786	W	19920820	JP 89501484	A	19890109	199240	N
			WO 89GB16	A	19890109		
EP 452303	B1	19950524	EP 89901582	A	19890109	199525	N
			WO 89GB16	A	19890109		
DE 68922864	E	19950629	DE 622864	A	19890109	199531	N
			EP 89901582	A	19890109		
			WO 89GB16	A	19890109		
KR 145558	B1	19980915	WO 89GB16	A	19890109	200023	N
			KR 90702004	A	19900908		

Priority Applications (No Type Date): GB 8716369 A 19870710; GB 8816456 A 19880711; EP 89901582 A 19890109; JP 89501484 A 19890109; DE 622864 A 19890109; KR 90702004 A 19900908

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

GB 2206763 A 15

WO 9007848 A

Designated States (National): JP KR

Designated States (Regional): AT BE CH DE FR GB IT LU NL SE

EP 452303 A

Designated States (Regional): AT BE CH DE FR GB IT LI NL SE

US 5132839 A 15 G02B-027/22 CIP of application US 88217617

JP 4504786 W 7 H04N-013/04 Based on patent WO 9007848

EP 452303 B1 E 11 H04N-013/04 Based on patent WO 9007848

Designated States (Regional): AT BE CH DE FR GB IT LI NL SE

DE 68922864 E H04N-013/04 Based on patent EP 452303

Based on patent WO 9007848

KR 145558 B1 H04N-013/04

Three-dimensional display appts. for e.g. TV instrumentation, and VDU

...

...utilises both lateral and time multiplexing so visible views correspond to true image angle thus giving 3D effect

...Abstract (Basic): The three dimensional display apparatus comprises a cathode ray tube (4) positioned in the focal plane of a lens (1) positioned behind a spatial light modulator (2) (e.g. a liquid crystal display). Different views of a subject are given in a time-multiplex manner on the spatial light modulator but each view is visible only from a direction dependent on the position of a light spot (7) emitted from the display device (2). The different views and the directions from which they are visible correspond to...

...Lens (1) may comprise a lenticular array, a number of light spots being energised simultaneously. Colour images may be displayed. The cathode ray tube can be replaced by the following, an

electro-luminescent **display**, an LED array, a **spatial** light modulator with background illumination, a screen scanned by a light beam. In an alternative...

...Abstract (Equivalent): A three dimensional **display** apparatus, comprising a **spatial** light modulator (2), a control system controlling said **spatial** light modulator (2) for causing a plurality of different **images** of a subject to be formed in succession on said **spatial** light modulator (2), each different **image** being a view of said subject from a different angle, and illuminating means (3, 4, 1) for projecting a beam of light (8-8) through said **spatial** light modulator (2) at angles controlled by said control system so that the different **images** are visible from different directions...

...Abstract (Equivalent): The three dimensional **display** apparatus comprises a cathode ray tube (4) positioned in the focal plane of a lens (1) positioned behind a **spatial** light modulator (2) (e.g. a liquid crystal **display**). Different views of a subject are given in a time-multiplex manner on the **spatial** light modulator but each view is visible only from a direction dependent on the position of a light spot (7) emitted from the **display** device (2). The different views and the directions from which they are visible correspond to...

...Lens (1) may comprise a lenticular array, a number of light **spots** being energised simultaneously. Colour **images** may be displayed. The cathode ray tube can be replaced by the following, an electro-luminescent **display**, an LED array, a **spatial** light modulator with background illumination, a screen scanned by a light beam. In an alternative...

...Abstract (Equivalent): The **display** **video** apparatus provides a three dimensional **image** and comprises a backlight device for projecting beams of light in selected directions, a **spatial** light modulator for **displaying** **images** back-lit and a control system coupled to both the **spatial** light modulator and the backlighting device. The control system causes a number of **images** of an object to be formed in succession on the **spatial** light modulator with each **image** being a view of the subject from a different angle, and each **image** being viewable only from particular angles. The **images** are formed one at a time on the **spatial** light modulator with a number of **images** constituting a single **frame** of a **video** picture...

...The backlighting apparatus preferably includes a two dimensional **display** device for emitting **spots** of light at selected locations along the two dimensional **display**, and a lens system for refracting light emitted by the two dimensional **display** device. The lens system can comprise a single lens or an array of lenses located between the two dimensional **display** and the **spatial** light modulator...

...or lens array refracts beams emanating from a spot of light on the two dimensional **display** into parallel rays. For **TV** providing three dimensional **images** without visual aids, e.g. spectacles. (Dwg. 2a/9)

...Title Terms: **DISPLAY** ;

13/3, K/4 (Item 4 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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004247767  
WPI Acc No: 1985-074645/198512  
XRPX Acc No: N85-055842

TV signal projection and display system - has laser light pulses fed to acousto-optic modulator cell made of crystalline tellurium-dioxide  
Patent Assignee: FERNIE D P (FERN-I); PRUTEC LTD (PRUT )  
Inventor: PETTIGREW R M; SAWYERS C G  
Number of Countries: 013 Number of Patents: 005  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 8501175	A	19850314	WO 84GB297	A	19840829	198512 B
AU 8433147	A	19850329				198524
EP 157791	A	19851016	EP 84902182	A	19840829	198542
EP 157791	B	19890614	EP 84903182	A	19840829	198924
DE 3478735	G	19890720				198930

Priority Applications (No Type Date): GB 8323316 A 19830831

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 8501175	A	E	21		
				Designated States (National):	AU JP US
				Designated States (Regional):	AT BE CH DE FR GB LU NL SE
EP 157791	A	E			
				Designated States (Regional):	BE CH DE FR GB LI NL SE
EP 157791	B	E			
				Designated States (Regional):	BE CH DE FR GB LI NL SE

TV signal projection and display system...

...Abstract (Basic): An electrical signal carrying **video** information at the line frequency energises the cell via a transducer (13) where acoustic waves...

...with the line frequency and so when each pulse illuminates the cell the light is **spatially** modulated along its length...

...The pulses are fed through an optical system for imaging onto a screen(20). A **frame** scanning mirror (18) which is synchronised with the line frequency rotates or oscillates to provide a two-dimensional **display** .

...

...USE - E.g. for stadium, conference, **advertising** , cinema, training simulator and **graphics** displays

...Abstract (Equivalent): A **display** system for **displaying** information wherein a light source is employed to illuminate an acousto-optic cell activated with...

...information to be displayed, thereby to modulate the incident light, and the modulated light is **imaged** to form the **display** , characterised in that the acousto-optic cell (23) is a crystalline tellurium dioxide (TeO<sub>2</sub>) cell...

...axis by means of a transducer (13) fed with an electrical input signal carrying the **display** information said input signal having a bandwidth not exceeding 30 MHz and a carrier frequency...

...produce a sequence of laser light pulses of the wavelength to be displayed which are **spatially** modulated in accordance with the information to be displayed. (10pp)

Title Terms: **TELEVISION** ;

?

17/3,K/1 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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012422941 \*\*Image available\*\*

WPI Acc No: 1999-229049/199919

XRPX Acc No: N99-169492

Displaying human information visualisation method, particularly of  
two-dimensional objects such as advertisements

Patent Assignee: CY RES INC (CYRE-N)

Inventor: YOUNG C E

Number of Countries: 082 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9912291	A1	19990311	WO 98US18434	A	19980904	199919 B
AU 9893770	A	19990322	AU 9893770	A	19980904	199931

Priority Applications (No Type Date): US 9757973 P 19970905

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9912291 A1 E 14 H04B-017/00

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9893770 A H04B-017/00 Based on patent WO 9912291

Displaying human information visualisation method, particularly of  
two-dimensional objects such as advertisements

Abstract (Basic):

... A computer (12) or image processor is used to receive and or calculate correlation between collected information from viewers and spatial regions of display object designated by user. Then, appropriate image of display object is stored by computer or image processor in video memory with spatial regions assigned different transparencies and or colour tingeing. Image can be displayed on display (18) or on surface (16) via projector (14) such as...

... For displaying viewer reactions to display object, or for displaying diagnostic research data or information collected about how audience or sample of research subjects processes and responds to visually complex display objects, and how humans visually process information, in order to create effective advertisements.

...

...Provides means of judging effects of advertisement on consumer, and a straightforward means of displaying information collected about display object's impact on viewers.

...

...Computer or image processor (12

...Title Terms: HUMAN ;

?

20/3,K/1 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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012865337 \*\*Image available\*\*

WPI Acc No: 2000-037170/200003

Related WPI Acc No: 1996-030232

XRPX Acc No: N00-027881

**Token information transmission system for coupon production in televised offer such as product advertisement**

Patent Assignee: JONES C P (JONE-I); KULAKOWSKI R T (KULA-I)

Inventor: JONES C P; KULAKOWSKI R T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5978013	A	19991102	US 94248484	A	19940524	200003 B
			US 96595472	A	19960205	

Priority Applications (No Type Date): US 96595472 A 19960205; US 94248484 A 19940524

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

US 5978013 A 16 H04N-007/00 CIP of application US 94248484

CIP of patent US 5500681

**Token information transmission system for coupon production in televised offer such as product advertisement**

Abstract (Basic):

... token in the video signal using teletext format. The embedded signal is transmitted to a second location. A controller at second location retrieves embedded token and outputs the token using an output device.

... retrieved from a storage unit using the controller. The token is output at the remote second location based on the detection of an embedded token and in response to user input signal. An INDEPENDENT CLAIM is also included for token information transmitting method...

...For product coupons in response to televised offers such as product advertisement at cable television station...

...The figure shows the diagrammatic view of a transmission system at cable television station...

...Title Terms: TELEVISION ;

20/3,K/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

012804267 \*\*Image available\*\*

WPI Acc No: 1999-610497/199952

XRPX Acc No: N99-449813

**Advertisement information access management method in internet**

Patent Assignee: AT & T CORP (AMTT )

Inventor: HANSON B L; HUBER K M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5974398	A	19991026	US 97838863	A	19970411	199952 B

Priority Applications (No Type Date): US 97838863 A 19970411

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
US 5974398 A 25 G06F-017/60

**Advertisement information access management method in internet**

Abstract (Basic):

... The computed bid values related to retained **advertiser** , are transmitted from network to **user** . The selected bid value corresponding to selected **advertiser** is received from **user** and **advertising** message related to selected **advertiser** is transmitted from network to **user** , for display. A reward corresponding to selected bid value is offered to **user** , based on the selected **advertiser** .

... The **advertiser** 's maximum and minimum bids for absentee bidding, are received at the network side. The **user** profile and two **user** characteristic specifications associated with respective **advertiser** , on the network are accessed. The **user** characteristics from the **user** profile is compared with that from **advertiser** specification. If one of two selected **advertisers** has a maximum bid less than the first highest maximum bid, the corresponding **advertiser** is dropped from bidding. If the selected **advertiser** has a maximum bid greater than the **second** highest minimum bid, then the corresponding **advertiser** is retained in the bidding. An INDEPENDENT CLAIM is also included for **advertisement** information access management system in internet...

...For access management of **advertisement** information for online, interactive information and entertainment services in network such as internet, telephone, cable **television** , direct **television** , satellite communication and radio frequency communication networks, and also for tennis bulletin board...

...The database uses customer interest profiles and online service usage data to identify particular **user** characteristic to **advertisers** . The **advertiser** can also interact directly with the online service platform, for e.g. by interacting with a **human** representative of the online service, or automatically using conventional automated **response** platforms. Enables usage of conventional procedures for storing and retrieving from databases. The value of the offer or bid auctioned to the **user** can be established based on the **user** 's income or age...

...The figure shows the online **advertising** service in internet...

Title Terms: **ADVERTISE** ;

20/3,K/3 (Item 3 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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011140622 \*\*Image available\*\*

WPI Acc No: 1997-118546/199711

Related WPI Acc No: 1995-403646; 1996-433214; 1996-463543; 1997-020616;  
1997-424409; 1998-062529

XRPX Acc No: N97-097693

Optical amplifier system with add and drop multiplexing capability - transport wave division multiplexed optical transmission signal, consisting several optical signals of different wavelengths, which is then amplified and has other signals added to it

Patent Assignee: CIENA CORP (CIEN-N)

Inventor: HUBER D R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5600473	A	19970204	US 9371263	A	19930604	199711 B
			US 94367432	A	19941230	
			US 95394340	A	19950224	

Priority Applications (No Type Date): US 95394340 A 19950224; US 9371263 A 19930604; US 94367432 A 19941230

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 5600473	A	21	H04B-010/16	Div ex application US 9371263
				CIP of application US 94367432
				CIP of patent US 5557442
				Div ex patent US 5579143

...Abstract (Basic): A wavelength selecting optical fibre has one fibre end optically communicating with the **second** port. A **second** optical circulator also has at least three ports. The first port is optically communicating with the **second** end of the wavelength selecting optical fibre. The third port of the **second** optical circulator communicates with an optical fibre for transmitting signals to be added to the...

...USE/ADVANTAGE - E.g. in telecommunication system or cable **television** systems using broad bandwidths. Provides amplifiers with improved **response** curves and associated wider bandwidths for increased channel capacity. Allows highly efficient and inexpensive removal/insertion of local **commercials**. Reduces risk that single component failure will cause loss of cable services for **customers**. Has minimal co-channel interference...

20/3,K/4 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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010533278 \*\*Image available\*\*

WPI Acc No: 1996-030232/199603

Related WPI Acc No: 2000-037170

XRPX Acc No: N96-025601

**Token generating method for e.g product coupon offered through television advertisement - storing coupon information at cable television station for transmission with multiple video signals having embedded coupon identifier, and generation of token by viewer upon receipt of transmitted coupon information**

Patent Assignee: JONES C (JONE-I); JONES C P (JONE-I)

Inventor: JONES C P

Number of Countries: 060 Number of Patents: 011

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9532563	A1	19951130	WO 94US14664	A	19941220	199603 B
AU 9514048	A	19951218	AU 9514048	A	19941220	199611
US 5500681	A	19960319	US 94248484	A	19940524	199617
EP 761047	A1	19970312	WO 94US14664	A	19941220	199715
			EP 95905432	A	19941220	
BR 9408583	A	19970819	BR 948583	A	19941220	199739
			WO 94US14664	A	19941220	
AU 681229	B	19970821	AU 9514048	A	19941220	199742
JP 9511373	W	19971111	WO 94US14664	A	19941220	199804

JP 3010313	B2	20000221	JP 95530258	A	19941220	
			WO 94US14664	A	19941220	200014
			JP 95530258	A	19941220	
CN 1159265	A	19970910	CN 94195136	A	19941220	200141
EP 761047	B1	20021106	WO 94US14664	A	19941220	200281
			EP 95905432	A	19941220	
DE 69431671	E	20021212	DE 631671	A	19941220	200306
			WO 94US14664	A	19941220	
			EP 95905432	A	19941220	

Priority Applications (No Type Date): US 94248484 A 19940524

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 9532563	A1	E	24	H04H-009/00	

Designated States (National): AM AT AU BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU JP KE KG KP KR KZ LK LR LT LU LV MD MG MN MW NL NO NZ PL PT RO RU SD SE SI SK TJ TT UA UZ VN

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT KE LU MC MW NL OA PT SD SE SZ

AU 9514048	A		H04H-009/00	Based on patent WO 9532563
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US 5500681	A	10	H04N-007/08	
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EP 761047	A1	E	24	H04H-009/00	Based on patent WO 9532563
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Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI LU MC NL PT SE

BR 9408583	A		H04H-009/00	Based on patent WO 9532563
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AU 681229	B		H04H-009/00	Previous Publ. patent AU 9514048
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Based on patent WO 9532563

JP 9511373	W	29	H04H-001/02	Based on patent WO 9532563
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JP 3010313	B2	12	H04H-001/00	Previous Publ. patent JP 9511373
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Based on patent WO 9532563

CN 1159265	A		H04H-009/00	
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EP 761047	B1	E	H04H-009/00	Based on patent WO 9532563
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Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI LU MC NL PT SE

DE 69431671	E		H04H-009/00	Based on patent EP 761047
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Based on patent WO 9532563

**Token generating method for e.g product coupon offered through television advertisement - ...**

**...storing coupon information at cable television station for transmission with multiple video signals having embedded coupon identifier, and generation of token by viewer upon receipt of transmitted coupon information**

**...Abstract (Basic):** The method for generating product coupons in response to televised offers involves storing coupon information at a cable television station which simultaneously transmits multiple video signals, each of which represents different sources of television programming, over multiple television channels on the cable network. The video signal may at times, e.g during a product advertisement or offer, include an embedded coupon identifier. A coupon sub-system at the cable television station monitors each video signal and retrieves token information from a database when it detects...

**...transmitted over a data channel on the cable network, and a subscriber unit at the television viewer's site receives the data channel and extracts the coupon information. The television programming aurally or visually alerts the viewer that a coupon may be generated. If the viewer actuates an input device, e.g a button or television remote**

control, a printer generates a coupon bearing the coupon information...

...USE/ADVANTAGE - Generating token e.g product coupons or ticket in **response** to televised offers at **television** site in **response** to request by **television viewer**. Enables distribution of product coupons to consumers' sites while safeguarding against fraud...

...Abstract (Equivalent): retrieving a token packet from a memory in **response** to detection of said embedded token identifier, said token packet corresponding to said embedded token...

...transmitting said token packet over a **second** communication channel to said remote site for a **second** predetermined time period, said **second** predetermined time period beginning at the same time as said first predetermined time period...

...receiving said **second** communication channel at said remote site...

...monitoring said **second** communication channel to detect said token packet corresponding to a detected embedded token identifier...

...monitoring a **user** input device at said remote site to detect a **user** input during said **second** time period; and...

...outputting said token information of a received token packet in **response** to a detected **user** input...

...Title Terms: **TELEVISION** ;

20/3,K/5 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
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010373659 \*\*Image available\*\*  
WPI Acc No: 1995-275021/199536  
XRXPX Acc No: N95-210183

Interactive viewer response processing system for television programming - has central exchange with data base storing TV program information and console codes, and connected consoles including code reader, register, controller and actuator to enable user interaction

Patent Assignee: PALMER S L (PALM-I)

Inventor: PALMER S L

Number of Countries: 064 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5438355	A	19950801	US 9347445	A	19930416	199536 B
WO 9638985	A1	19961205	WO 95US6811	A	19950530	199703 N
AU 9526563	A	19961218	AU 9526563	A	19950530	199714 N
			WO 95US6811	A	19950530	

Priority Applications (No Type Date): US 9347445 A 19930416; WO 95US6811 A 19950530; AU 9526563 A 19950530

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5438355	A	6		H04N-007/173	
WO 9638985	A1	E	17	H04N-007/173	

Designated States (National): AM AT AU BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IS JP KE KG KP KR KZ LK LR LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TT UA UG UZ VN

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT KE LU MC MW NL OA PT SD SE SZ UG

Interactive viewer response processing system for television programming...

...has central exchange with data base storing TV program information and console codes, and connected consoles including code reader, register, controller and actuator to enable user interaction

...Abstract (Basic): a central exchange which has a processor and a database containing first codes identifying various television programs and associated program data, and a number of second codes associated with unique console data. Each of a number of consoles includes a code reader for reading the first codes included within TV signals of programs as displayed by the TV receiver, a register storing the second code uniquely identifying the console, a controller, and an actuator activated by a viewer in response to a program being displayed by the television receiver to signal the controller to transmit to the processor the second code from the register and the first code currently being read by the code reader...

...The processor searches the databases to locate the first and second codes corresponding to the received codes and sends the stored program data associated with the received first code to the viewer at a location of the console indicated by the stored console data associated with the received second code...

...USE/ADVANTAGE - In viewer -interactive television e.g. direct response advertising, polling, voting, education, game playing, etc. Offers user interaction on real time basis

...Title Terms: TELEVISION ;

20/3,K/6 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

010050944 \*\*Image available\*\*  
WPI Acc No: 1994-318655/199440  
XRPX Acc No: N94-250314

TV signal insertion appts. from remote source - inserts selected commercials via satellite into pre-cued cable network commercial breaks using cue signal specifying time slots

Patent Assignee: CABLE SERVICE TECHNOLOGIES INC (CABL-N)

Inventor: LAMBERT T; SCHMELZER R A

Number of Countries: 020 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 620689	A1	19941019	EP 94302686	A	19940415	199440 B
US 5365263	A	19941115	US 9346959	A	19930416	199445
CA 2121151	A	19941017	CA 2121151	A	19940413	199503
US 5424770	A	19950613	US 9346959	A	19930416	199529
			US 94305312	A	19940915	

Priority Applications (No Type Date): US 9346959 A 19930416; US 94305312 A 19940915

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

EP 620689 A1 E 21 H04N-007/16

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI LU MC

NL PT SE  
US 5365263 A 19 H04N-007/10  
US 5424770 A 19 H04N-007/10 Cont of application US 9346959  
CA 2121151 A H04N-005/265

TV signal insertion appts. from remote source...

...inserts selected commercials via satellite into pre-cued cable network commercial breaks using cue signal specifying time slots

...Abstract (Basic): network and transmits a composite signal (2) from a remote arbitrary central site (1) in **response**. The composite signal includes a commercial insert signal (2a) and a control signal (2b) and ...

...Each of the cable head-end receiving sites then provides the **television** signals for a local cable **television** system sent to **TV** cable **customers**.

...  
...USE/ADVANTAGE - Inserts pre-recorded **television commercials** into local cable **television** broadcasts in several designated areas

...Abstract (Equivalent): The appts. inserts a **television** signal (e.g. commercial) in time sequence form a remote source into ongoing **television** programming being received by at least two designated areas, each area comprising at least one...

...remote source includes a device for sensing a number of cue signals associated with the **TV** programming, each cue signal designating an upcoming time interval within which the signal from the...

...A device is provided to sending in **response** to the cue signals an insertion signal form the remote source to a first designated...

...into a time interval. Another device sends the same or different insertion signal to a **second** designated area after completion of the insertion signal at the first designated market area. Each...

...USE/ADVANTAGE - Cable **television** network. Highly efficient use of satellite per each transponder channel despite overlap in brakes as...  
Title Terms: **TELEVISION** ;

20/3,K/7 (Item 7 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

009981844 \*\*Image available\*\*  
WPI Acc No: 1994-249558/199430  
XRPX Acc No: N94-197084

Substitution appts. for alternative broadcast channel on home **television** set - supplies selected households with normal spectrum of channels with at least one channel substituted remotely from controller

Patent Assignee: INFORMATION RESOURCES INC (INFO-N)

Inventor: HOLZMAN J L; OBERLE F X; RENFRO T

Number of Countries: 046 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9416527	A1	19940721	WO 93US12665	A	19931229	199430 B
AU 9459623	A	19940815	AU 9459623	A	19931229	199442
US 5389964	A	19950214	US 92998494	A	19921230	199512

EP 679317	A1	19951102	WO 93US12665	A	19931229	199548
			EP 94905559	A	19931229	
JP 8505498	W	19960611	WO 93US12665	A	19931229	199648
			JP 94516093	A	19931229	
EP 679317	A4	19970101	EP 94905559	A	19940000	199841

Priority Applications (No Type Date): US 92998494 A 19921230

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 9416527	A1	E	33	H04N-007/16	
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Designated States (National): AT AU BB BG BR BY CA CH CZ DE DK ES FI GB HU JP KP KR KZ LK LU LV MG MN MW NL NO NZ PL PT RO RU SD SE SK UA UZ VN  
Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL OA PT SE

AU 9459623	A		H04N-007/16	Based on patent WO 9416527
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US 5389964	A	13	H04N-007/16	
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EP 679317	A1	E	33	H04N-007/16	Based on patent WO 9416527
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Designated States (Regional): DE ES FR GB IT

JP 8505498	W	33	H04N-007/16	Based on patent WO 9416527
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EP 679317	A4		H04N-007/16	
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**Substitution appts. for alternative broadcast channel on home television set...**

...Abstract (Basic): The appts. comprises, at a **viewer** 's premises, a device for receiving several **television** signals and for distributing the signals in several freq. separated channels e.g. on an...

...A device receives control signals directing the substitution of a specified first of the received **television** signals for a specified second of the signals on the distribution device. A further device **responsive** to the received control signals deletes the specified second received signals from the distribution device...

...freq. converter for converting the specified first received signals to the freq. of the specified second received signals. Finally the freq. converted first **television** signals are combined onto the distribution device...

...Allows substitution of substitute channel into selected homes e.g to evaluate effectiveness of particular **advertising** . Avoids need for converter per **television** .

...Abstract (Equivalent): The signal substitution system at a **viewer** premises for substituting **television** signals in a channel on a distribution device with substitute **television** signals, comprises at the **viewer** premises, a device for receiving a number of **television** signals and for distributing the received number of **television** signals in a number of RF frequency separated channels on the distribution device. A device receives control signals directing the substitution of a specified first of the received **television** signals for the signals in a specified one of the number of frequency separated channels...

...An RF channel deletion appts. **responsive** to the received control signals deletes the specified frequency separated channel from the distribution device. A further device frequency converts the specified first received **television** signals to the frequency of the specified frequency separated channel. The frequency converted first **television** signals are then combined with the signals in the number of frequency

separated channels on...

...ADVANTAGE - Simply and conveniently provides controlled television signal distribution without need for per-television converter, and leaves channel selection to viewer or viewer's cable TV distribution company...

...Title Terms: TELEVISION ;

20/3,K/8 (Item 8 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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009425378 \*\*Image available\*\*

WPI Acc No: 1993-118894/199315

XRPX Acc No: N93-090687

Television signal transmitting and receiving apparatus - includes headend device compressing multiple TV signals, with compressed TV signals combined into one signal for transmission

Patent Assignee: GEN INSTR CORP DELAWARE (GENN ); GEN INSTR CORP (GENN ); GI CORP (GENN )

Inventor: WACHOB D E

Number of Countries: 015 Number of Patents: 005

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
EP 536628	A1	19930414	EP 92116690	A	19920930	199315	B
US 5231494	A	19930727	US 91772927	A	19911008	199331	
EP 536628	B1	19971112	EP 92116690	A	19920930	199750	
DE 69223114	E	19971218	DE 623114	A	19920930	199805	
			EP 92116690	A	19920930		
ES 2111026	T3	19980301	EP 92116690	A	19920930	199815	

Priority Applications (No Type Date): US 91772927 A 19911008

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

EP 536628 A1 E 11 H04N-007/173

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI NL SE

US 5231494 A 9 H04N-007/04

EP 536628 B1 E 17 H04N-007/173

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI NL SE

DE 69223114 E H04N-007/173 Based on patent EP 536628

ES 2111026 T3 H04N-007/173 Based on patent EP 536628

Television signal transmitting and receiving apparatus...

...includes headend device compressing multiple TV signals, with compressed TV signals combined into one signal for transmission

...Abstract (Basic): The TV apparatus includes a headend device and a receiver. The headend device compresses a set of television signals, such as a main program signal and a number of different demographically targeted commercials. The compressed television signals are combined into a combined signal for transmission on a single television channel allocation...

...The receiver of the combined signal identifies characteristics of a television viewer, and selects a particular one of the compressed television signals from the received combined signal depending on the viewer characteristics. The retrieved signal is decompressed for use by a video appliance...

...USE/ADVANTAGE - Allow commercial **advertisements** to be matched to specific **TV viewers**. More effective use of **advertising** budget...  
...Abstract (Equivalent): Apparatus for transmitting and receiving a plurality of **television** signals comprising: a headend apparatus for transmitting at least one set of **television** signals (A1...AN, B1...BN), the at least one set including at least a **first** and a **second** signal (A2...AN, B2...BN), which correspond to different **viewer** characteristics - means (10, 12) for transmitting the **television** signals and a receiver apparatus (22) for receiving the **television** signals including: means (72) for identifying characteristics of a **television viewer**, and selection means (64) **responsive** to the identifying means (72) for retrieving a particular one of the at least **first** and **second** signals (A2...AN, B2...BN) depending on the **viewer** characteristics, characterised in that the at least one set of **television** signals (A1...AN, B1...BN) comprises digital **television** signals and is transmitted and received on a single **television** channel allocation; that the headend apparatus (10) for transmitting **television** signals includes: means (40) for compressing the digital **television** signals (A1...AN, B1...BN), the compressing means comprising: means (40) for adding a control word to each of the at least **first** and **second** signals (A2...AN, B2...BN) for correlating the at least **first** and **second** signals (A2...AN, B2...BN) with particular **viewer** characteristics, and means (40a) for combining the plurality of compressed **television** signals into a combined signal; that means (42) for transmitting the combined signal on the single **television** channel allocation are provided; that the selection means (64) are **responsive** to the identifying means (72) and the control words correlated with the at least **first** and **second** signals for retrieving one of the at least **first** and **second** signals (A2...AN, B2...BN) from the received combined signal, the retrieved signal corresponding to the **viewer** characteristics identified by the means (72) for identifying; and that the receiver apparatus (60) for...

...the combined signal also includes means (66) for decompressing the retrieved at least **first** and **second** signal (A2...AN, B2...BN) for use by a video appliance (76...).

...Abstract (Equivalent): The transmission apparatus includes a head-end apparatus which compresses a set of **television** signals, such as a main program signal and several different demographically targeted **commercials**. The many compressed **television** signals are joined into a combined signal for transmission on a single **television** channel allocation. The combined signal receives and identifies characteristics of a **television viewer**. A particular compressed **television** signal is selected from the received combined signal depending on the **viewer** characteristics. The retrieved signal is decompressed for use by a video appliance...

...USE/ADVANTAGE - For transmission on single **TV** channel. Provides different messages for different target audiences...

Title Terms: **TELEVISION** ;

20/3,K/9 (Item 9 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

009416263 \*\*Image available\*\*  
WPI Acc No: 1993-109775/199314

XRPX Acc No: N93-083660

Television viewer monitoring system for determining number of viewers watching specific programs - has portable personal data meter, having cellular telephone module, for each person to be monitored attending receiver, processor and controller

Patent Assignee: KIEFL J B (KIEF-I)

Inventor: KIEFL J B

Number of Countries: 002 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
CA 2073387	A	19930120	CA 2073387	A	19920709	199314 B
US 5382970	A	19950117	US 91732929	A	19910719	199509

Priority Applications (No Type Date): US 91732929 A 19910719

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
CA 2073387	A	31		H04H-009/00	
US 5382970	A	18		H04H-009/00	

Television viewer monitoring system for determining number of viewers watching specific programs...

...Abstract (Basic): The system for monitoring **audience** attention to receivers for receiving broadcast signals from a number of broadcast stations, comprises the...

...The processor is **responsive** to the time and station identifier, for storing in memory, data comprising the time at...

...USE/ADVANTAGE - For enabling networks, **TV** stations, programmers and **advertisers** to determine numbers of **viewers** watching partic. programs, for determining eg market share and ratings. Obviates need for **viewer** participating in survey to make repeated diary entries covering programs watched...

...Abstract (Equivalent): a preselected time for operating the cellular telephone module to call the central location and **secondly** to communication being established with the central location before transmitting the data...

...USE/ADVANTAGE - For monitoring and collecting data on viewing habits of **television** **viewers** or radio listeners, to enable operators of networks or **television** stations, programmers and **advertisers** to determine numbers of **viewers** watching particular programs...

Title Terms: **TELEVISION** ;

20/3,K/10 (Item 10 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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008622768 \*\*Image available\*\*

WPI Acc No: 1991-126798/199118

XRPX Acc No: N91-097582

Portable electronic device for games run by communication media - uses calculator-style unit with internal processing and storage to generate output code from entered numbers

Patent Assignee: ADVENTURE (ADVE-N); ACTIVCARD (ACTI-N); SOC AUDEBERT DELAHA (AUDE-N); AUDEBERT DELAHAYE VENTURE (AUDE-N)

Inventor: AUDEBERT Y; DELAHAYE A; DELAHAYE A

Number of Countries: 023 Number of Patents: 012

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 425347	A	19910502	EP 90402930	A	19901018	199118 B
WO 9106914	A	19910516				199122
FR 2653578	A	19910426				199129
AU 9066445	A	19910531				199135
JP 5501463	W	19930318	JP 90515374	A	19901018	199316
			WO 90FR753	A	19901018	
AU 636410	B	19930429	AU 9066445	A	19901018	199324
US 5297205	A	19940322	WO 90FR753	A	19901018	199411
			US 92849064	A	19920423	
EP 425347	B1	19950322	EP 90402930	A	19901018	199516
DE 69018007	E	19950427	DE 618007	A	19901018	199522
			EP 90402930	A	19901018	
ES 2072999	T3	19950801	EP 90402930	A	19901018	199537
CA 2071901	C	19990810	CA 2071901	A	19901018	199952
			WO 90FR753	A	19901018	
KR 191811	B1	19990615	KR 92700965	A	19920423	200056

Priority Applications (No Type Date): FR 8913910 A 19891024

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 425347	A				
		Designated States (Regional):		AT BE CH DE ES FR GB GR IT LI LU NL SE	
WO 9106914	A				
		Designated States (National):		AU BR CA FI JP KR NO SU US	
JP 5501463	W			G06F-015/21	Based on patent WO 9106914
AU 636410	B			G06F-015/28	Previous Publ. patent AU 9066445
					Based on patent WO 9106914
US 5297205	A	13	H04K-001/00		Based on patent WO 9106914
EP 425347	B1	F	22	G06F-017/60	
				Designated States (Regional):	AT BE CH DE DK ES FR GB GR IT LI LU NL SE
DE 69018007	E			G06F-017/60	Based on patent EP 425347
ES 2072999	T3			G06F-017/60	Based on patent EP 425347
CA 2071901	C	E		G06F-017/60	Based on patent WO 9106914
KR 191811	B1			G06F-017/00	

...Abstract (Basic): USE/ADVANTAGE - Portable electronic unit for use in television, radio or press games used as promotions to gain audience loyalty...

...Abstract (Equivalent): Electronic device for the participation of an individual in operations using a medium, involving the introduction of input data in said device, under the control of said individual, in response to an item of information supplied to a public by at least one medium, comprising...

...transmitting to the exterior of said device output data representative of said participation of said individual to said operations, and an electrical power supply for the various electrical circuits of the...

...Abstract (Equivalent): exhibits a predetermined relationship with the at least one previously stored variable numerical value. A second output is produced if the extracted variable numerical value does not exhibit the predetermined relationship...

...participation is conditionally validated based on at least one condition comprising the issuance of the second output. Validation of the participation is prohibited in response to the first output...

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008622211 \*\*Image available\*\*

WPI Acc No: 1991-126241/199118

XRPX Acc No: N91-097154

**Providing demographically targetted television commercials - identifying demographic characteristics of viewer then selecting commercial messages from e.g. second channel w.r.t. vehicles interests**

Patent Assignee: GEN INSTR CORP (GENN ); GEN INSTR CORP DELAWARE (GENN ); GI CORP (GENN ); GENERAL INSTRUMENT CORP (GENN )

Inventor: WACHOB D E

Number of Countries: 011 Number of Patents: 007

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 424648	A	19910502	EP 90117047	A	19900905	199118 B
CA 2024868	A	19910424				199127
US 5155591	A	19921013	US 89425117	A	19891023	199244
EP 424648	A3	19920205	EP 90117047	A	19900905	199323
EP 424648	B1	19960605	EP 90117047	A	19900905	199627
DE 69027276	E	19960711	DE 627276	A	19900905	199633
			EP 90117047	A	19900905	
CA 2024868	C	20010102	CA 2024868	A	19900907	200104

Priority Applications (No Type Date): US 89425117 A 19891023

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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EP 424648	A			Designated States (Regional): BE CH DE FR GB LI NL SE
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US 5155591	A	15	H04N-007/08	
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EP 424648	B1	E	25	H04N-007/16
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				Designated States (Regional): BE CH DE DK FR GB LI NL SE
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DE 69027276	E		H04N-007/16	Based on patent EP 424648
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CA 2024868	C	E	H04N-007/16	
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**Providing demographically targetted television commercials - ...**

**...identifying demographic characteristics of viewer then selecting commercial messages from e.g. second channel w.r.t. vehicles interests**

**...Abstract (Basic): A cable television system or the like for broadcasting different commercial messages to different demographically targeted audiences. A headend transmits television signals. A system identifies demographic characteristics of a television viewer. A selector, responsive to the identifier, provides a particular commerical message transmitted from the headend based on the...**

**...In one embodiment, the headend transmits a first television channel comprising television programs with periodic commerical messages, and a second television channel comprising alternate commerical messages. The selector provides a commerical message from the first or second channel depending on the demographic characteristics of a viewer. Such characteristics might include, for example, whether the viewer is male or female, and whether the viewer is an adult or a child...**

**...ADVANTAGE - More efficient utilization of advertising budget. (18pp Dwg.No.3)**

**...Abstract (Equivalent): A cable or satellite television system for broadcasting different commercial messages to different audiences, comprising: a headend for transmitting television signals including a first television channel comprising television programs with periodic commercial message breaks and at least a second additional**

television channel comprising commercial messages; means for receiving (10) said television signals; tuning means (18) coupled to said receiving means for providing a selected channel for...

...30) for determining when a commercial message break is about to occur on said first television channel; and selection means (30,32), responsive to said determining means (22,30) and said authorisation identifying means (30,36), for actuating...

...comprise means (36;40,124,126,128,130;42) for identifying demographic characteristics of a television viewer on a case by case basis, and that said means (30,36) for identifying authorization of said receiving means (10) are responsive to said means (36;40,124,126,128,130;42) for identifying said demographic characteristics of said television viewer to providing a particular commercial message transmitted from said headend based on said demographic characteristics...

...Abstract (Equivalent): A first television channel contains television programs and periodic commercial messages. A second television channel contains alternate commercial messages. Demographic characteristics of a viewer are identified, and commercial messages are selectively provided from the first or second channel, depending upon the viewer's demographic characteristics...

...Demographic data can be input by a viewer via a remote control, downloaded to a subscriber's converter from a remote headend, or programmed into the converter at installation. Prioritization of the demographic characteristics of number of television viewers watching a program together enables commercials to be targeted to the viewer having highest priority. Statistical data can be maintained concerning the number and identify of subscribers viewing specific commercials.

...

...USE - Different commercial messages broadcast to different demographically targeted audiences in a cable television system

...Title Terms: TELEVISION ;

20/3,K/12 (Item 12 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

007365830  
WPI Acc No: 1987-362836/198751  
XRPX Acc No: N88-005202

Fast tuning control for TV receiver - uses retroactive control for retuning rapidly and render inter-carrier sound inaudible

Patent Assignee: INFORMATION RESOURCES INC (INFO-N); INFO RESOURCES INC (INFO-N)

Inventor: WRIGHT W A

Number of Countries: 019 Number of Patents: 008

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 8707794	A	19871217	WO 86US1216	A	19860603	198751 B
AU 8659639	A	19880111				198814
EP 273031	A	19880706	EP 86903961	A	19860603	198827
JP 1501354	W	19890511	JP 86503302	A	19860603	198925
CA 1315901	C	19930406	CA 552971	A	19871127	199319 N
EP 273031	B1	19931013	EP 86903961	A	19860603	199341
			WO 86US1216	A	19860603	

DE 3689173	G	19931118	DE 3689173	A	19860603	199347
			EP 86903961	A	19860603	
			WO 86US1216	A	19860603	
EP 273031	A4	19891227	EP 86903961	A	19860000	199509

Priority Applications (No Type Date): WO 86US1216 A 19860603; CA 552971 A 19871127; JP 86503302 A 19860603

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 8707794	A	E	28		
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Designated States (National): AU BR DK FI JP KR NO

Designated States (Regional): AT BE CH DE FR GB IT LU NL

EP 273031	A	E			
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Designated States (Regional): AT BE CH DE FR GB IT LI LU NL SE

EP 273031	B1	E	18	H04B-001/16	Based on patent WO 8707794
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Designated States (Regional): AT BE CH DE FR GB IT LI LU NL SE

DE 3689173	G			H04B-001/16	Based on patent EP 273031
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Based on patent WO 8707794

CA 1315901	C			H03J-005/16	
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**Fast tuning control for TV receiver...**

...Abstract (Basic): is sufficiently fast that the total inter carrier sound noise energy is inaudible to the **viewer**, so that operation of the predictive source is audibly and visually undetectable...

...USE - Market research into trial **advertising**, to allow t.v. to be **instantaneously** returned to trail advert without knowledge of **viewer**

...Abstract (Equivalent): subsystem for use in switching from a current channel to a selected channel of a **television** system, said tuning subsystem comprising a tuner (124) for selecting a channel to be received...

...tuner (124) including a voltage controlled oscillator (130) having a control input for determining, in **response** to voltage applied to said control input, the channel frequency said tuner (124) selectively receives...

...predicted voltage signal to said control input of said oscillator (130), said oscillator (130) being **responsive** to said selected predicted voltage signal to slew the channel frequency at a rapid slew...

...said predictive means from the operative of said feedback means by providing a feedback means **response** time which is long relative to the **response** time of the predictive means (144...

...Title Terms: **TELEVISION** ;

?

23/3,K/1 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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010426551 \*\*Image available\*\*

WPI Acc No: 1995-327871/199542

XRPX Acc No: N95-246754

Mapping image from first colour space to bounded display gamut in second colour space - applying neighbourhood gamut mapping technique to consider subjective visual effects of nearby pixels on mapping of each pixel

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC); IBM CORP (IBMC)

Inventor: KASSON J M

Number of Countries: 005 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5450216	A	19950912	US 94289976	A	19940812	199542 B
EP 696865	A2	19960214	EP 95112011	A	19950731	199611
JP 8079545	A	19960322	JP 95181864	A	19950718	199622
EP 696865	A3	19960717	EP 95112011	A	19950731	199636

Priority Applications (No Type Date): US 94289976 A 19940812

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5450216	A	20		H04N-001/60	
EP 696865	A2	E	21	H04N-001/60	
Designated States (Regional): DE FR GB					
JP 8079545	A	22		H04N-001/46	
EP 696865	A3			H04N-001/60	

Mapping image from first colour space to bounded display gamut in second colour space...

...Abstract (Basic): Digital images are mapped to any device-dependent gamut in a manner that minimizes the human visual response both to the luminance and the chrominance changes necessary to force out-of-gamut pixels into the specified device-dependent gamut. Image luminance is biased toward the luminance in the device-dependent gamut at which the greatest chroma magnitude is available for a fixed hue angle. The chrominance of the mapped image is thus imperceptibly adjusted to compensate for the human visual effects of luminance changes...

... Spatial filtering exploits the differing spatial frequency regions of insensitive human visual response to both luminance and chrominance changes...

...USE/ADVANTAGE - Gamut-mapping colour images from device-independent form to device-dependent gamut in Cartesian colour space. Minimises subjective effects of luminance and chrominance changes required to move out-gamut image points into output display gamut

...Title Terms: IMAGE ;

23/3,K/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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009957771 \*\*Image available\*\*

WPI Acc No: 1994-225484/199427

XRPX Acc No: N94-177765

**Fidelity of decompressed video signals and images measurement method**  
- establishing global or local assessment mode changes responsive to user selection

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC )

Inventor: PIETRAS M A; RODRIGUEZ A A; SAENZ A J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5329379	A	19940712	US 92965649	A	19921022	199427 B

Priority Applications (No Type Date): US 92965649 A 19921022

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5329379	A	15		H04N-001/46	

**Fidelity of decompressed video signals and images measurement method**  
...  
...establishing global or local assessment mode changes responsive to user selection

...Abstract (Basic): The method of quantitatively measuring fidelity of a reproduced **image** to an original **image** involves capturing, digitizing and compressing the original **image**. The compressed data representation is decompressed to produce the reproduced **image**. In response to user selection, a global or local assessment mode is established. In the global assessment mode, **luminance** fidelity of the reproduced to original **image** is determined, as is colour fidelity over two colour difference values of the two **images**.  
...

...In the local assessment mode and in response to user selection, the reproduced and original **images** are **segmented** and corresp. pairs of **segments** having one **segment** each from the reproduced and original **images** are established. In the local assessment mode, fidelity of **segments** of the reproduced **image** are scored by comparing corresp. pairs of **segments** from the **images** in colour, **luminance**, shape and displacement...

...USE/ADVANTAGE - Accounts for spatial errors, context and human perception. Storage and playback of still **images** and **video** signals on computer

...Title Terms: **VIDEO** ;

23/3,K/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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009122369 \*\*Image available\*\*

WPI Acc No: 1992-249806/199230

XRPX Acc No: N92-190872

Spatial frequency and contrast sensitivity test chart - has several distinctly different information areas and each is delineated by indicia to eliminate patient or system search

Patent Assignee: GINSBURG A P (GINS-I)

Inventor: GINSBURG A P

Number of Countries: 008 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
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WO 9210970	A1	19920709	WO 91US9354	A	19911213	199230	B
AU 9191235	A	19920722	AU 9191235	A	19911213	199244	
			WO 91US9354	A	19911213		
EP 563228	A1	19931006	WO 91US9354	A	19911213	199340	
			EP 92902336	A	19911213		
US 5414479	A	19950509	US 90628786	A	19901217	199524	
EP 563228	A4	19950329	EP 92902336	A	19920000	199612	
US 5500699	A	19960319	US 90628786	A	19901217	199617	
			US 95400913	A	19950308		

Priority Applications (No Type Date): US 90628786 A 19901217; US 95400913 A 19950308

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 9210970	A1	E	24	A61B-003/02	
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Designated States (National): AU CA JP

Designated States (Regional): DE FR GB IT

AU 9191235	A	A61B-003/02	Based on patent WO 9210970
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EP 563228	A1	E	24	A61B-003/02	Based on patent WO 9210970
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Designated States (Regional): DE FR GB IT

US 5414479	A	9	A61B-003/02	
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US 5500699	A	9	A61B-003/02	Div ex application US 90628786
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Div ex patent US 5414479

EP 563228	A4	A61B-003/02	
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Spatial frequency and contrast sensitivity test chart...

...has several distinctly different information areas and each is delineated by indicia to eliminate patient or system search

...Abstract (Basic): The vision sensitivity eval appts has a device showing several separate information **areas** and each of these has a grating with alternate light and dark **regions**. The differences between the **areas** of light and dark depend on the different information. Each information **area** is surrounded by a **luminance** with a rear value...

...Indicia (ABCDE, 123456789) point out each **area** of information as it is illuminated. Successive **areas** have different levels of lightness to test the **users** perception...

...USE/ADVANTAGE - Improved vision sensitivity test appts with easy identification of individual test **areas** .

...Abstract (Equivalent): means for presenting a perceivable multiplicity of distinctly separated information **areas** ;

...

...each of said information **areas** comprising successively dimmer **regions** between successive edges of said information **areas** , the **regions** of which have a substantially linear character and the contrast level and/or **spatial** frequencies or size of occurrence of which differ in different information **areas** ;

...

...the edges of each information **area** successively tapered in said contrast level and/or frequency and/or size of occurrence to...

...the surround of said information **areas** having a value of mean **luminance** which tapers to the mean **luminance** of the information **area** being interrogated...

...indicia immediate the boundary of the location of each information **area** against said surround for indicating to the subject or system being tested the location of the information **area** for interrogation; and...

...whereby successive information **areas** are presented in a range of contrasting **luminance** and **spatial** frequency or size of occurrence therein of the light and dark **regions** which upon observation by a person or system may be used as an accurate basis...

...A multiplicity of distinctly different information **areas** are provided, each of these information **areas** is delineated by indicia, so as to eliminate patient or system search for an **image** and to generally designate the proximity of the information **area** for visual interrogation. The information **areas** may contain a grating having successive parallel aligned light and dark **areas**, which parallel aligned light and dark **areas** have a substantially linear character with the contrast levels and/or **spatial** frequency or size of occurrence differing for different information **areas**.

...Each successive information **area** has a background with mean **luminance** being the average of that mean **luminance** found within the information **area**. Further, all information **areas** are provided with a taper at their edges, preferably a Gaussian taper, which taper imparts to the edges boundaries that blend into the mean **luminance** background. There results for **images** on the threshold of visual acuity information **areas** which only with careful examination can be discriminated from their backgrounds. As a result, indicia designating the general location of the information **areas** is required...

...ADVANTAGE - Measures and quantifies generalised visual sensitivity in terms of contrast sensitivity, **spatial** frequency **response** and eye brain recognition of **image** alignments or shapes

...Title Terms: **AREA** ;

23/3,K/4 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

008447992 \*\*Image available\*\*

WPI Acc No: 1990-334992/199044

XRXPX Acc No: N90-256040

**Fabricating ring laser gyroscope read-out mask - operating to produce stationary read-out fringe pattern, photographing, and using photographic image as mask.**

Patent Assignee: HONEYWELL INC (HONE )

Inventor: EGLI W H; PAJAK R A

Number of Countries: 015 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9012288	A	19901018			199044	B
US 5000571	A	19910319	US 89332268	A	19890331	199114
EP 465471	A	19920115	EP 90903125	A	19900206	199203
JP 4504305	W	19920730	JP 90503282	A	19900206	199237
			WO 90US603	A	19900206	
EP 465471	B1	19930728	EP 90903125	A	19900206	199330
			WO 90US603	A	19900206	
DE 69002457	E	19930902	DE 602457	A	19900206	199336
			EP 90903125	A	19900206	

Priority Applications (No Type Date): US 89332268 A 19890331

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9012288 A

Designated States (National): CA JP

Designated States (Regional): AT BE CH DE DK ES FR GB IT LU NL SE

EP 465471 A

Designated States (Regional): DE FR GB

JP 4504305 W G01C-019/66 Based on patent WO 9012288

EP 465471 B1 E 8 G01C-019/66 Based on patent WO 9012288

Designated States (Regional): DE FR GB

DE 69002457 E G01C-019/66 Based on patent EP 465471

Based on patent WO 9012288

... operating to produce stationary read-out fringe pattern, photographing, and using photographic image as mask

...Abstract (Basic): interference fringe pattern through a stripe mask. The latter is fabricated by producing a photographic **image** of the output when the gyroscope is operated to produce a stationary fringe pattern. The resulting **image** of alternate transparent and opaque stripes is used as the stripe mask. The latter is...

...ADVANTAGE - Mask matches individual gyroscope output fringe pattern.  
(22pp Dwg.No.1/3)

...Abstract (Equivalent): of said readout means, and wherein said readout interference fringe pattern is derived from a **portion** of each of said counter-propagating laser beams, and wherein there is at least a pair of photodetectors **responsive** to said interference fringe pattern, characterized by...

...producing a photographic **image** from the actual readout interference fringe pattern during gyro operation thereby producing alternating stripe **regions** of opaqueness and **transparency** having substantially the same **spatial** profile as said readout interference fringe pattern; and interposing said photographic **image** between said exit surface and said photodetectors such that **portions** of said readout interference fringe pattern pass therethrough and impinge upon said photodetectors; and...

...orienting said photographic **image** such that said stripe **regions** are at a selected angle relative to said fringes of said readout interference fringe pattern...

...Abstract (Equivalent): exit surface of the readout means. The readout interference fringe pattern is derived from a **portion** of each of the counter-propagating laser beams, and there is at least a pair of photodetectors **responsive** to the interference fringe pattern...

...The method comprises producing a photographic **image** of the readout interference fringe pattern thereby producing alternating stripe **regions** of opaqueness and **transparency** having substantially the same **spatial** profile as the readout interference fringe pattern. The photographic **image** is interposed between the exit surface and the photodetectors such that **portions** of the readout interference fringe pattern pass through and impinge upon the photodetectors. The photographic **image** is oriented such that the stripe **regions** are at a selected angle relative to the fringes of readout interference fringe pattern...

...Title Terms: IMAGE ;

23/3,K/5 (Item 5 from file: 350)

DIALOG(R) File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

008230799 \*\*Image available\*\*  
WPI Acc No: 1990-117800/199016  
Related WPI Acc No: 1993-302838  
XRXPX Acc No: N90-091294

Gray shade displaying method for LCD - using pseudorandom sequence of  
on and off states covering eight periods of on state

Patent Assignee: COMPAQ COMPUTER CORP (COPQ )

Inventor: GARRETT J H; GARRETT J

Number of Countries: 014 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 364307	A	19900418	EP 89310585	A	19891016	199016 B
US 5068649	A	19911126	US 88258269	A	19881014	199150
CA 1326081	C	19940111	CA 612891	A	19890925	199408
EP 364307	B1	19950726	EP 89310585	A	19891016	199534
DE 68923594	E	19950831	DE 623594	A	19891016	199540
			EP 89310585	A	19891016	
KR 147296	B1	19980915	KR 8914562	A	19891010	200023

Priority Applications (No Type Date): US 88258269 A 19881014

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 364307	A	18			
	Designated States (Regional):	BE	CH	DE	ES FR GB GR IT LI NL SE
US 5068649	A	15			
EP 364307	B1	E	28	G09G-003/36	
	Designated States (Regional):	BE	CH	DE	ES FR GB GR IT LI NL SE
DE 68923594	E			G09G-003/36	Based on patent EP 364307
KR 147296	B1			G02F-001/133	
CA 1326081	C			G09G-003/36	

Gray shade displaying method for LCD...

...Abstract (Basic): A time **frame** of 1/70th second is sued and flickering  
and 'swimming' can be reduced by arranging...

...adjacent lines of pixels use the same on-off pattern and no two  
consecutive time **frames** should produce the same on-off pattern...

...Abstract (Equivalent): A display control (8,18,20,30) system for  
producing an optical grey-scale **image** on an LCD device having an  
array of display elements each providing a first or a second optical  
state in **response** to a first or a second signal level respectively,  
the array of display elements having...

...20) for generating respective display signals for the display elements  
for producing a grey-scale **image** of a specified colour, the display  
signals comprising digital signals each having a pattern of...

...predefined pattern cycle and a duty cycle related to the optical  
grey-scale of the **image** at the position of the respective display  
element, the pattern of bits of each one...

...Abstract (Equivalent): which repeats only after many cycles.  
Additionally, adjacent pixels, when selected to display the same **shade**

of gray, do not cycle on and off in synchronisation, but rather utilize out-of-phase cycling patterns. This **spatial** resolution reduces perceived flicker in the display and provides a more stable **image**. Pref. shades of gray are provided. The shades are generated by cycling **individual** pixels such that when averaged over time, they are always off; on 20% of the...

...of the time; 80% of the time, or on at all times. USE - For both **spatially** and temporally resolving on/off states of two-state display device such as liquid crystal...

...Title Terms: **SHADE** ;

?

25/3,K/1 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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008711395 \*\*Image available\*\*

WPI Acc No: 1991-215416/199129

XRPX Acc No: N91-164433

Tracking position of object in time sequence for laser surgery -  
stabilising image of fundus of eyeball to track position due to  
involuntary movement

Patent Assignee: NAT AERO & SPACE ADMIN (USAS )

Inventor: JUDAY R D

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5029220	A	19910702	US 90560924	A	19900731	199129 B
US 7560924	N	19910820	US 9060924	A	19900731	199139

Priority Applications (No Type Date): US 90560924 A 19900731; US 9060924 A 19900731

...Abstract (Basic): The method tracks an object in a sequence of images such as **television frames**. The object in the current **frame** is correlated with the object in the previous **frame** to obtain the relative location of the object in the two **frames**. An optical joint transform correlator apparatus carries out this process. The joint transform correlator apparatus...

...laser can be precisely pointed toward a position on the retina. The brightness of light **spots** of the correlation image is measured to determine the degree of resemblance of two images...

...ADVANTAGE - Does not require matched **spatial** filter. (10pp Dwg.No.4/4)

...Abstract (Equivalent): The retina is continuously viewed by a video camera. A **frame** of video is grabbed for subsequent use as a positional reference. The reference image and...

...The grabbed **frame** of the retina is presented on a surgeon's T.V. monitor. A track ball...

...International Patent Class (Additional): H04N-000/01

25/3,K/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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004702945

WPI Acc No: 1986-206287/198632

XRPX Acc No: N86-153912

TV image data compression system - has block data transmitted for busy images and data difference for slowly moving areas

Patent Assignee: THOMSON CSF (CSFC ); THOMSON GRAND PUBLIC (CSFC )

Inventor: FERRE A; VILLALON Y

Number of Countries: 011 Number of Patents: 010

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
FR 2575351	A	19860627	FR 8419646	A	19841221	198632 B
EP 189703	A	19860806	EP 85402584	A	19851220	198632
US 4707738	A	19871117	US 85812326	A	19851223	198748
EP 189703	B	19900829				199035

DE 3579441	G	19901004				199041
KR 9406737	B1	19940727	KR 859474	A	19851217	199619
JP 8237659	A	19960913	JP 85287650	A	19851220	199647
			JP 95322012	A	19851220	
JP 10013834	A	19980116	JP 95322012	A	19851220	199813
			JP 9763261	A	19851220	
JP 2000125297	A	20000428	JP 95322012	A	19851220	200032
			JP 99313014	A	19851220	
JP 3205498	B2	20010904	JP 85287650	A	19851220	200152
			JP 95322012	A	19851220	

Priority Applications (No Type Date): FR 8419646 A 19841221

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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FR 2575351	A	26			
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EP 189703	A	F			
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Designated States (Regional): CH DE GB IT LI NL SE

EP 189703	B				
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Designated States (Regional): CH DE GB IT LI NL SE

KR 9406737	B1	H04N-007/13			
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JP 8237659	A	10	H04N-007/30	Div ex application	JP 85287650
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JP 10013834	A	10	H04N-007/30	Div ex application	JP 95322012
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JP 2000125297	A	16	H04N-007/30	Div ex application	JP 95322012
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JP 3205498	B2	10	H04N-007/30	Div ex application	JP 85287650
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Previous Publ. patent JP 8237659

TV image data compression system...

...has block data transmitted for busy images and data difference for slowly moving areas

...Abstract (Basic): A device determines whether a block represents a highly animated scene or a less animated **area**. If the block represents the former the actual coefficients are transmitted, along with the address...

...If however, the block represents a more static **area**, the differences between the coefficients of the block in the current **frame** and those of the previous **frame** are transmitted with their addresses. For each block data is also transmitted indicating into which...

...is indicated, and adds the difference to the values of the block in the previous **frame** if not.

...Abstract (Equivalent): by a digital value and the encoding consists in subdividing each picture into blocks of **spots** and in applying a bi-dimensional transform to each block to obtain a matrix of values referred to as block transform coefficients, the method consisting for each block of **spots** in discrimination between a scene of high animation and low animation, in transmitting the values...

...ponderation factor which is larger for the coefficients and coefficient differences corresponding to the low **spatial** picture frequencies than for those corresponding to the high **spatial** frequencies, and that the decoding further consists in applying an inverse ponderation to that applied...

Title Terms: TELEVISION ;

International Patent Class (Main): H04N-007/13 ...

... H04N-007/30

...International Patent Class (Additional): H04N-007/12

32/3,K/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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012036547 \*\*Image available\*\*  
WPI Acc No: 1998-453457/199839  
XRPX Acc No: N98-354362

Video image conversion to 3D format display from standard 2D image frame - generates horizontally shifted second signal set through image constituent specific adjustable parallax based on image characteristics like brightness, contrast, high frequency components  
Patent Assignee: SANYO ELECTRIC CO LTD (SAOL )  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 10191397	A	19980721	JP 96349393	A	19961227	199839 B

Priority Applications (No Type Date): JP 96349393 A 19961227

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 10191397	A	18	H04N-013/02	

Video image conversion to 3D format display from standard 2D image frame - ...  
...generates horizontally shifted second signal set through image constituent specific adjustable parallax based on image characteristics like brightness, contrast, high frequency components

...Abstract (Basic): The video image defined by the luminance (Y) and chrominance (R-Y, B-Y) signals is recast as a set of two...

...L,R) accommodating a specific parallax between these signal pairs that is adjustable as per user commands, through the parallax control circuit (4). Incorporation of the parallax between specific image constituents is based on the input signal attributes such as brightness module (7), computed brightness...

...The CPU (3) accepts the attribute specific input data as well as user choice based commands, the latter separately being pre- processed through an adaptive processor (300), providing the desired settings to the parallax control unit. The extent of horizontal shift spatially, of the second signal pair and the magnitude of the parallax provided are directly related...

...ADVANTAGE - Ensures desired 3D ambience during viewing effectively as per user preference...

Title Terms: VIDEO ;

32/3,K/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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009566558 \*\*Image available\*\*  
WPI Acc No: 1993-260106/199333  
Related WPI Acc No: 1995-254733  
XRPX Acc No: N93-200136

Digital colour image converting method for e.g. camera - quantising image into palette of colour codes stored in memory for reproducing output image

Patent Assignee: EASTMAN KODAK CO (EAST )  
Inventor: ALLEBACH J P; BALASUBRAMANIAN T; BOUMAN C A  
Number of Countries: 001 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 555835	A2	19930818	EP 93102079	A	19930210	199333 B
EP 555835	A3	19931013				199510
US 5544284	A	19960806	US 92833529	A	19920211	199637

Priority Applications (No Type Date): US 92833529 A 19920211

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 555835	A2	E	36	H04N-001/46	
US 5544284	A		29	G06F-015/00	

Digital colour image converting method for e.g. camera...

...quantising image into palette of colour codes stored in memory for reproducing output image

...Abstract (Basic): The method involves partitioning a histogram of the image in luminance, chrominance (Y,Cb,Cr) space coordinates into colour space cells...

...Each cell is associated with a colour of the output palette through which a reproduced image is defined. A splitting criterion along the luminance axis is scaled or weighted in inverse proportion to the average spatial activity of the luminance chrominance region. A map of chrominance and luminance output codes is produced in accordance with the axial splitting of the chrominance and luminance components of the histogram. The map is transformed into sets of RGB output colour codes for application to D/A that drive the image reproduction device...

...Abstract (Equivalent): A method of converting a first digital color image, having a color composition encoded into first luminance representative codes and first chrominance representative codes of a first encoded color resolution, to a second digital color image having a color composition encoded at a second encoded color resolution different from said first encoded color resolution and color codes of which are selected to reproduce a color image having a quality that is pleasing to a human visual system, said method comprising the steps of...

...a) subdividing said first digital color image into a plurality of spatially adjacent groups of pixels...

...b) for each group of the pixels subdivided in step (a), deriving luminance activity values from the first luminance representative codes associated therewith...

...c) generating a color space histogram of said first luminance representative codes and said first chrominance representative codes...

...d) associating the luminance activity values derived in step (b) with the color space histogram generated in step (c...

...space histogram, along an axis associated with a chrominance component of said first digital color image, into histogram chrominance regions, based upon a chrominance composition of said color space histogram...

...f) partitioning said color space histogram chrominance regions, along

an axis associated with a **luminance** component of said first digital color **image** , into histogram **luminance -chrominance regions** , based upon a distribution of the **luminance** activity values within said color spaced histogram chrominance **regions** ;

(...)

...g) or each of said color space histogram chrominance and **luminance regions** , deriving a respective set of chrominance and **luminance** output codes based upon a distribution of the chrominance composition and **luminance** activity within said color space histogram chrominance and **luminance regions** , respectively; and...

...h) defining the **second** color composition of a respective pixel of said **second** digital color **image** in accordance with one of the respective sets of chrominance and **luminance** output codes derived in step (g)

...Title Terms: **IMAGE** ;

32/3,K/3 (Item 3 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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009542819 \*\*Image available\*\*  
WPI Acc No: 1993-236362/199330

XRPX Acc No: N93-181528

Sub-sampling colour image data with general periodic symmetry -  
converting data to chosen colour space and up-sampling to modify  
rectangular symmetry and consecutively sub-sampling at orthogonal angles

Patent Assignee: EASTMAN KODAK CO (EAST )

Inventor: SULLIVAN J R

Number of Countries: 005 Number of Patents: 005

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 552639	A1	19930728	EP 93100304	A	19930111	199330 B
JP 5284538	A	19931029	JP 938412	A	19930121	199348
US 5280343	A	19940118	US 92822768	A	19920121	199404
EP 552639	B1	19960911	EP 93100304	A	19930111	199641
DE 69304556	E	19961017	DE 604556	A	19930111	199647
			EP 93100304	A	19930111	

Priority Applications (No Type Date): US 92822768 A 19920121

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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EP 552639	A1	E	21	H04N-007/13
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US 5280343	A		20	H04N-011/06
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EP 552639	B1	E	21	H04N-007/24
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Designated States (Regional): DE FR GB

DE 69304556	E		H04N-007/24	Based on patent EP 552639
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JP 5284538	A		H04N-011/04
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Sub-sampling colour image data with general periodic symmetry...

...Abstract (Basic): The method decomposes digital colour image data into general periodic **spatial frequency regions** . Colour transformation converts the data into a chosen colour space, pref. visually uniform with separate **luminance** and chrominance. The transformed data are up-sampled by inserting zero values to modify the input **image** rectangular symmetry into a preferred, e.g. quincunx symmetry...

...sub-sampled at an angle to be aligned with the periodicity of the

up-sampled **image** . The resultant data are then similarly filtered and sub-sampled at a **second** angle orthogonal to the first...

...ADVANTAGE - Esp. for HDTV. Converts rectangular symmetry to one more suitable to **human** eye, minimising visual resolution loss, while reducing bandwidth...

...Abstract (Equivalent): A method of subsampling a digital colour **image** to decompose said **image** data into general periodic **spatial** frequency **regions** comprising the steps of: converting the input colour **image** data into a chosen colour space using a colour transformation; upsampling said **image** by inserting pixel values of zero in the transformed data to modify the rectangular symmetry of the input colour **image** data into a preferred symmetry; processing the upsampled **image** data using one-dimensional low-pass and high-pass filters and subsampling all at a first angle so as to be aligned with the periodicity of the upsampled **image** ; and processing the resultant subsampled **image** data using one-dimensional low-pass and high-pass filters and subsampling all at a **second** angle orthogonal to said first angle...

...Abstract (Equivalent): General periodic, non-rectangular sub-sampling of colour **image** data is accomplished with separable filters by convolving a periodically up-sampled version of the colour **image** with rotated one-dimensional filters and sub-sampling in a raster format...

...The input colour **image** data is converted into a chosen colour space using colour transformation and then the **image** data is filtered and subsampled with one-dimensional low pass and high pass filters. Sub...

...is carried out at an angle so as to align with the periodicity of unsampled **image** . The resultant unsampled **image** data is further filtered and subsampled with one dimensional low pass and high pass and ...

...USE/ADVANTAGE - In **image** processing, particularly decomposing digital colour **image** data into general periodic **spatial** frequency **regions** with separable filters and raster subsampling. Useful in any digital colour imaging system for isolating non-rectangular Nyquist **regions** for **image** compression, **segmentation** , modelling, or analysis...

...Title Terms: **IMAGE** ;

32/3,K/4 (Item 4 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

008527596 \*\*Image available\*\*  
WPI Acc No: 1991-031680/199105  
XRXPX Acc No: N91-024499

Method for spatial anti-aliased depth cueing - draws lines as quadrilaterals from vertices information with each end of line assigned depth value to produce line width value

Patent Assignee: SUN MICROSYSTEMS INC (SUNM )  
Inventor: MALACHOWSKY C; PRIEM C; ROSS P; MALACHOW C

Number of Countries: 005 Number of Patents: 007

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
GB 2234412	A	19910130	GB 904697	A	19900302	199105 B
CA 2020312	A	19910127				199116
US 5237650	A	19930817	US 89385555	A	19890726	199334
			US 91814189	A	19911220	

GB 2234412	B	19940622	GB 904697	A	19900302	199422
CA 2020312	C	19950523	CA 2020312	A	19900703	199528
SG 9401438	A	19950428	SG 941438	A	19941005	199528
JP 2964159	B2	19991018	JP 90180748	A	19900710	199949

Priority Applications (No Type Date): US 89385555 A 19890726; US 91814189 A 19911220

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
GB 2234412	A		20		
US 5237650	A		16	G06F-015/68	Cont of application US 89385555
SG 9401438	A				Previous Publ. patent GB 2234412
JP 2964159	B2		11	G06T-015/50	Previous Publ. patent JP 3059779
GB 2234412	B			G06F-015/72	
CA 2020312	C			G09G-005/00	

**Method for spatial anti-aliased depth cueing...**

...Abstract (Basic): A **graphics** system comprises a **graphics** engine for drawing quadrilateral **images** on an output display when furnished the vertices of the quadrilateral. A translator provides width...

...values are indirectly related to the depth of the ends of the line from the **viewer** of the display. The width values are utilised to determine vertices of a line to be drawn by the device for drawing a quadrilateral **image**.

...

...of subpixels is described and depending on the number of subpixels defining a pixel the **shade** is determined of the pixel

...Abstract (Equivalent): A computer **graphic** display system for rendering three dimensional (3-D) **graphic** **images** comprising a plurality of line **segments** on a two dimensional (2-D) display device, said system comprising: input means for receiving a first and a **second** X-Y coordinate value and a first and a **second** X-Y coordinate value and a first and a **second** depth value for a first and a **second** end point of a line **segment**, respectively, said first and **second** X-Y coordinate values identifying a first and a **second** pixel of said display device, said first and **second** depth values identifying a first and a **second** orthogonal distance from said first and **second** end points to a **viewer** plane which parallels said display device; width determining means coupled to the input means for generating a first and a **second** width value for a first and a **second** side, respectively of a quadrilateral representing said line **segment** according to said first and **second** depth values, said first and **second** sides corresponding to said first and **second** ends of said line **segment**; vertices determining means coupled to said input and width determining means for generating a third, a fourth, a fifth and a sixth X-Y coordinate value for a first, a **second**, a third and a fourth vertex respectively, of said quadrilateral, said third and fourth X-Y coordinate identifying a first and a **second** logical sub-pixel, respectively, of said first pixel, said fifth and sixth X-Y coordinates identifying a first and **second** logical sub-pixel, respectively, of said **second** pixel, said first and **second** vertices being defined by said first side, said third and fourth vertices being defined by said **second** side, each of said pixels having a plurality of corresponding logical sub-pixels; quadrilateral rendering...

...pixel data for a plurality of pixels representative of said quadrilateral including said first and **second** pixels, said pixel data

being generated according to said X-Y coordinates of said vertices...  
...whereby rendering said quadrilateral on said 2-D display device  
representing said 3-D line segment in a manner such that said viewer  
perceives said first and second orthogonal distances...  
...Abstract (Equivalent): The computer graphics system includes an  
apparatus for drawing quadrilateral images on an output display when  
furnished the vertices of the quadrilateral. An apparatus provides  
width...

...values are indirectly related to the depth of the ends of the line from  
the viewer. An apparatus utilises the width values to determine  
vertices of a line to be drawn by the apparatus for drawing a  
quadrilateral image. An output display is coupled to a quadrilateral  
rendering device for illuminating the pixels according...

...USE/ADVANTAGE - for rendering 3-D graphics using 2-D vector graphics  
on screen i.e. spatial anti-aliased depth cueing. Faster computer  
graphics system. Extremely rapid depth cueing...

32/3,K/5 (Item 5 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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008419939 \*\*Image available\*\*  
WPI Acc No: 1990-306940/199041  
Related WPI Acc No: 1995-083153  
XRXPX Acc No: N90-235977

Optical modulator using deformable mirror array - individually  
deforming to project light onto screen from random polarity light source  
Patent Assignee: TEXAS INSTR INC (TEXI )  
Inventor: DEMOND T W; THOMSON E E; THOMPSON E E  
Number of Countries: 007 Number of Patents: 008

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 391529	A	19901010	EP 90302047	A	19900227	199041 B
JP 3040693	A	19910221	JP 9024711	A	19900227	199114
US 5079544	A	19920107	US 89315638	A	19890227	199205
US 5192946	A	19930309	US 89315633	A	19890227	199312
			US 91711495	A	19910530	
US 5214420	A	19930525	US 89315634	A	19890227	199322
			US 91725231	A	19910626	
US 5287096	A	19940215	US 89315659	A	19890227	199407
			US 91709090	A	19910530	
			US 92947902	A	19920918	
EP 391529	B1	19950503	EP 90302047	A	19900227	199522
DE 69019055	E	19950608	DE 619055	A	19900227	199528
			EP 90302047	A	19900227	

Priority Applications (No Type Date): US 89315659 A 19890227; US 89315632 A  
19890227; US 89315633 A 19890227; US 89315634 A 19890227; US 89315638 A  
19890227; US 91711495 A 19910530; US 91725231 A 19910626; US 91709090 A  
19910530; US 92947902 A 19920918

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
EP 391529	A			

Designated States (Regional): DE FR GB IT NL
US 5192946 A 34 G09G-003/34 Cont of application US 89315633
US 5214420 A 30 G09G-003/00 Cont of application US 89315634
US 5287096 A 31 G09G-003/34 Cont of application US 89315659

EP 391529 B1 E 35 G09F-009/37

Designated States (Regional): DE FR GB IT NL

DE 69019055 E G09F-009/37 Based on patent EP 391529

... individually deforming to project light onto screen from random polarity light source

...Abstract (Basic): light directing random polarity light along a first optical path; a display surface along a second optical path; and a spatial light modulator located along the first and second optical paths and having a number of controllable elements arranged in an array

...

...At least some of the controllable elements are individually and simultaneously controllable between a first state to provide a portion of the random polarity light as an individual random polarity light beam along the second optical path and a second state not to provide light along the second optical path, and between the second state and the first state...

...USE/ADVANTAGE - Projecting TV or computer graphics. Light weight, elements shadow mask, eliminates rastering, reduced laser speckle.  
(37pp Dwg.No.1a/17)

...Abstract (Equivalent): along a first optical path, a display surface (2) arranged for receiving light along a second optical path to produce a visible display of an image, a spatial light modulator (15) located along said first optical path and along said second optical path, and having a plurality of controllable elements (416) arranged in an array, each element being individually controllable between a first state in which it provides a portion of the light from said source received along said first optical path to said display surface along said second optical path, and a second state in which the element does not provide light from said source along said second optical path, and means for storing data for an image to be displayed and for applying signals to the controllable elements to determine their states so as to cause the image to be displayed on said display surface, characterised in that the means for storing data...

...454-456) for each element, a first decoder (436-438) for enabling data for the image to be written into one memory cell of each set of memory cells and a second decoder (468-470) for enabling data to be read from another memory cell of each...

...one cell can be read to provide signals for controlling an element to display said image while one or more other cells can receive data for display of another image.

(

...Abstract (Equivalent): in a sequence during a time period less than the critical flicker frequency for the human eye. Each light beam within the sequence is generally directed along an optical path for a second time period less than the first time period. A number of individually controllable elements each located along the optical path to have impinged on them a set portion of each light beam. Each element is switchable between a first state and a second state in a time period less than or equal to the second time period. All of the set portion of light beams impinge at a set location on a surface during the first state and are not allowed to impinge on the surface during the second state. USE/ADVANTAGE - For use in graphics and video display

systems, e.g. computer system displays, terminals, TV's, etc. Large display, lightweight device, shadow mask and rastering for visual display of images is eliminated. Laser speckle reduced. (Dwg. 4/17...)

...The standard independent video display system has a receiver receiving image information including chrominance and luminance encoded at a first data rate. A converter is in electrical communication with the receiver for converting the image information into digital codes representative of the chrominance and luminance of a number of pixels. A memory is coupled to the converter for selectively receiving ...

...the memory for selectively performing operations on at least some of said digital codes. A spatial light modulator is coupled to the memory for receiving selected ones of the digital codes at a second data rate to modulate a light source into a number of light beams perceptually varying in chrominance and luminance with the second data rate higher than said first data rate. ADVANTAGE - Compatible with several different types of...

...Title Terms: INDIVIDUAL ;

32/3,K/6 (Item 6 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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007914947

WPI Acc No: 1989-180059/198925

XRPX Acc No: N89-137485

System for transmitting digital video signal - inverts one of two successive data signals in each set of digital luminance data signals and in each set of chrominance signals

Patent Assignee: SONY CORP (SONY )

Inventor: INOUE T

Number of Countries: 010 Number of Patents: 008

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
EP 321217	A	19890621	EP 88311838	A	19881214	198925	B
JP 1160289	A	19890623	JP 87319921	A	19871217	198931	
AU 8826830	A	19890629				198939	
US 5047865	A	19910910	US 88283844	A	19881213	199139	
CA 1310402	C	19921117	CA 586131	A	19881216	199252	
EP 321217	B1	19930714	EP 88311838	A	19881214	199328	
DE 3882348	G	19930819	DE 3882348	A	19881214	199334	
			EP 88311838	A	19881214		
KR 9703473	B1	19970318	KR 8816758	A	19881216	199936	

Priority Applications (No Type Date): JP 87319921 A 19871217

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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EP 321217	A	E	25		
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Designated States (Regional): AT DE FR GB NL

US 5047865	A	23			
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EP 321217	B1	E	30	H04N-009/80	
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Designated States (Regional): AT DE FR GB NL

DE 3882348	G			H04N-009/80	Based on patent EP 321217
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CA 1310402	C			H04N-009/80	
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KR 9703473	B1			H04N-009/80	
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System for transmitting digital video signal...

...inverts one of two successive data signals in each set of digital luminance data signals and in each set of chrominance signals

...Abstract (Basic): The transmitting method comprises the steps dividing the digital **luminance** data signals into a number of sets of it each consisting of two successive digital **luminance** data signals. The first digital chrominance data signals are divided into a number of sets...

...first digital chrominance data signals consisting of two successive first digital chrominance data signals. The **second** digital chrominance data signals is divided into a number of sets each of the sets of **second** digital chrominance data signals consisting of two successive **second** digital chrominance data signals...

...The sets of digital **luminance** data signals, sets of first digital chrominance data signals and the sets of **second** digital chrominance data signals are distributed into a number of transmission channels in such a manner that each set of digital **luminance** data signals is interleaved between a set of the first digital chrominance data signals and a set of the **second** digital chrominance data signals in each of transmission channel...

...Abstract (Equivalent): The transmitting method comprises the steps dividing the digital **luminance** data signals into a number of sets of it each consisting of two successive digital **luminance** data signals. The first digital chrominance data signals are divided into a number of sets...

...first digital chrominance data signals consisting of two successive first digital chrominance data signals. The **second** digital chrominance data signals is divided into a number of sets each of the sets of **second** digital chrominance data signals consisting of two successive **second** digital chrominance data signals...

...The sets of digital **luminance** data signals, sets of first digital chrominance data signals and the sets of **second** digital chrominance data signals are distributed into a number of transmission channels in such a manner that each set of digital **luminance** data signals is interleaved between a set of the first digital chrominance data signals and a set of the **second** digital chrominance data signals in each of transmission channel...

...Abstract (Equivalent): A **luminance** signal and two chrominance signals e.g. R-Y and B-Y are **individually** sampled to provide respective digital data signals. A high definition **video** picture is **spatially** divided into N horizontally contiguous **segments**, each of the **segments** being time expanded by N-times. The digital **luminance** and chrominance data signals of each of the picture **segments** are divided into respective sets which each consist of two successive data signals

...

...The sets of data signals for each of the **segments** are distributed into a number of transmission channels so that each set of digital **luminance** data signals is interleaved between sets of the first and **second** digital chrominance data signals, respectively, in each of the channels. One of the two successive data signals in each of the sets of digital **luminance** data signals and of two chrominance data signals is inverted for obtaining the complement of...

...Title Terms: **VIDEO** ;

32/3,K/7 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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007697975 \*\*Image available\*\*

WPI Acc No: 1988-331907/198847

XRPX Acc No: N88-251559

Memory-effect electroluminescent display with variable tinting - has line and column electrodes divided into sub-elements with separate excitation, each intersection having several possible shades

Patent Assignee: FRANCE TELECOM (ETFR ); BRUNEL C (BRUN-I)

Inventor: BRUNEL C; THIOULOUSE P

Number of Countries: 006 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
EP 292376	A	19881123	EP 88401190	A	19880517	198847	B
FR 2615644	A	19881125				198903	
JP 63308892	A	19881216	JP 88119074	A	19880516	198905	
US 5146213	A	19920908	US 88195669	A	19880517	199239	
			US 90569528	A	19900820		
EP 292376	B1	19921216	EP 88401190	A	19880517	199251	
DE 3876682	G	19930128	DE 3876682	A	19880517	199305	
			EP 88401190	A	19880517		

Priority Applications (No Type Date): FR 876914 A 19870518

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

EP 292376 A F 10

Designated States (Regional): DE GB NL

US 5146213 A 8 G09G-003/30 Cont of application US 88195669

EP 292376 B1 F 12 H04N-003/12

Designated States (Regional): DE GB NL

DE 3876682 G H04N-003/12 Based on patent EP 292376

...Abstract (Basic): Lines and columns are divided into **parts** (L1,L2,C1,C2) of different widths, and sustaining potentials (SF1,SF2) of differing frequencies...

...address circuits for each line and column width so that the intersections formed have four **parts** (e11,e12,e21,e22) with **individual** characteristics. Selection of various combinations of these will provide sixteen different shades...

...Abstract (Equivalent): a matrix screen constituted by a first group of row electrodes (12) intersecting with a **second** group of column electrodes (18), an electroluminescent material (14,16) being placed between the two...

...several subelectrodes (L1,L2,C1lC2), each eldim (E) thus being constituted by several subeldims; the **spatially** averaged luminance of an eldim consequently resulting from the sum of the luminances of the subeldims corresponding...

...L), each of these sources being permanently connected to said different subelectrodes (L1,L2); the **spatially** averaged luminance of a subeldim thus being dependent both on its surface, which is defined by the...

...applied thereto, the dimensions and the frequencies being chosen in such a way that the **luminance** of the different subeldims of an eldim are all different, the display of a half...

...Abstract (Equivalent): is subdivided into a number of subeldims, one of which has at least a different **square area** than the other subeldims of the same eldim. USE/ADVANTAGE - For alphanumeric, **graphic** or similar displays. Number of half tones increased without significant increase in device complexity...

...Title Terms: **SHADE**

**32/3,K/8 (Item 8 from file: 350)**

DIALOG(R)File 350:Derwent WPIX  
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003114137

WPI Acc No: 1981-M4187D/198148

**Minimum resolution contrast measurement device - generates optical images with backgrounds of uniform and constant luminance and superimposed variable contrast pattern**

Patent Assignee: US SEC OF AIR FORCE (USAF )

Inventor: KUPERMAN G G; TASK H L

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 4299451	A	19811110				198148 B

Priority Applications (No Type Date): US 80144465 A 19800415

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 4299451	A		6		

... generates optical images with backgrounds of uniform and constant luminance and superimposed variable contrast pattern

...Abstract (Basic): The appts. creates images of nonperiodic patterns, which are variable in contrast with respect to a uniform and constant level of background **luminance**. Two beams of uniform **luminance** are projected through **individual**, orthogonally oriented linear polarisers, and then into a common cube beam splitter to be divided...

...combined output beam from the splitter is projected through a rotatable linear polariser onto the **image** sensing optical detector undergoing test. The **second** beam is projected towards a detection system. The patterned **region** of the **second** beam passes through a **second** rotatable linear polariser, synchronised to the first, and onto a CCD array detector system. Contrast...

...background is represented by the two voltage levels in the array output, irrespective of the **spatial** frequencies in the pattern. Two unpatterned background **regions** from either of the interlaced beams are projected through **individual** and orthogonal linear polarisers to **individual** **luminance** detectors. Each detector, in turn, regulates its corresponding beam intensity to compensate for drift in...

...Title Terms: **IMAGE** ;

**32/3,K/9 (Item 9 from file: 350)**

DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

001699203

WPI Acc No: 1977-D5686Y/197717

Radar for method locating persons in distress - uses passive RF reflectors in predetermined arrangement to be scanned and image filtered

Patent Assignee: NAT AERO & SPACE ADMIN (USAS )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 4019179	A	19770419			197717	B

Priority Applications (No Type Date): US 76662176 A 19760227

Radar for method locating persons in distress...

...uses passive RF reflectors in predetermined arrangement to be scanned and image filtered

...Abstract (Basic): The system locates any person in distress in a selected area on the surface of the earth who has deployed passive radio frequency (RF) reflectors in a predetermined arrangement. A transparency is made in the spatial frequency domain of an image of the predetermined arrangement of the RF reflectors...

...The area of the surface of the earth is scanned by means of a side looking radar, on board a satellite or aircraft, to produce radar images. Second transparencies in the conventional image domain are produced from the radar images. It is then determined from the transparencies, by means of complex spatial filtering where the deflectors were deployed.

...Title Terms: IMAGE ;

?

File 9:Business & Industry(R) Jul/1994-2003/Mar 07  
(c) 2003 Resp. DB Svcs.  
File 15:ABI/Inform(R) 1971-2003/Mar 08  
(c) 2003 ProQuest Info&Learning  
File 20:Dialog Global Reporter 1997-2003/Mar 10  
(c) 2003 The Dialog Corp.  
File 484:Periodical Abs Plustext 1986-2003/Mar W1  
(c) 2003 ProQuest  
File 553:Wilson Bus. Abs. FullText 1982-2003/Jan  
(c) 2003 The HW Wilson Co  
File 624:McGraw-Hill Publications 1985-2003/Mar 08  
(c) 2003 McGraw-Hill Co. Inc  
File 88:Gale Group Business A.R.T.S. 1976-2003/Mar 06  
(c) 2003 The Gale Group  
File 275:Gale Group Computer DB(TM) 1983-2003/Mar 07  
(c) 2003 The Gale Group  
File 570:Gale Group MARS(R) 1984-2003/Mar 06  
(c) 2003 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2003/Mar 07  
(c) 2003 The Gale Group  
File 636:Gale Group Newsletter DB(TM) 1987-2003/Mar 06  
(c) 2003 The Gale Group  
File 623:Business Week 1985-2003/Mar 08  
(c) 2003 The McGraw-Hill Companies Inc  
File 98:General Sci Abs/Full-Text 1984-2003/Jan  
(c) 2003 The HW Wilson Co.  
File 75:TGG Management Contents(R) 86-2003/Mar W1  
(c) 2003 The Gale Group  
File 369:New Scientist 1994-2003/Feb W4  
(c) 2003 Reed Business Information Ltd.  
File 141:Readers Guide 1983-2003/Jan  
(c) 2003 The HW Wilson Co  
File 370:Science 1996-1999/Jul W3  
(c) 1999 AAAS  
File 264:DIALOG Defense Newsletters 1989-2003/Mar 07  
(c) 2003 The Dialog Corp.  
File 608:KR/T Bus.News. 1992-2003/Mar 10  
(c) 2003 Knight Ridder/Tribune Bus News  
File 112:UBM Industry News 1998-2003/Mar 10  
(c) 2003 United Business Media  
File 16:Gale Group PROMT(R) 1990-2003/Mar 07  
(c) 2003 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 47:Gale Group Magazine DB(TM) 1959-2003/Mar 06  
(c) 2003 The Gale group  
File 80:TGG Aerospace/Def.Mkts(R) 1986-2003/Mar 06  
(c) 2003 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2003/Mar 06  
(c) 2003 The Gale Group  
File 634:San Jose Mercury Jun 1985-2003/Mar 08  
(c) 2003 San Jose Mercury News  
File 635:Business Dateline(R) 1985-2003/Mar 08  
(c) 2003 ProQuest Info&Learning  
File 647:cmp Computer Fulltext 1988-2003/Feb W4  
(c) 2003 CMP Media, LLC  
File 674:Computer News Fulltext 1989-2003/Mar W1  
(c) 2003 IDG Communications  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 696:DIALOG Telecom. Newsletters 1995-2003/Mar 10

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File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc  
? ds

Set	Items	Description
S1	638457	(ADVERTIS? OR ADS OR PROMOTIONS OR COMMERCIALS OR SPOTS) (5-N) (TELEVISION OR TV)
S2	9255	S1(3N) (DISPLAY OR DISPLAYING OR SHOW OR SHOWING)
S3	1041	S2(S) (CATCH? OR SEE OR IMPACT OR TARGET????? OR ATTRACT?)
S4	8980	SPATIAL?(3N) (SEGMENT? OR PARTS OR PART OR SECTION? OR SECTION? OR PIECE? ? OR PORTION? ? OR FRAGMENT? OR FRAME? OR REGION? OR SQUARE? OR BOXES OR AREA???)
S5	235	S4(5N) (PLURAL? OR MANY OR MULTI OR MULTIPLE OR SEVERAL OR NUMEROUS)
S6	8	S5(S) (MATRIX OR MATRICES OR GRID OR GRIDS OR CELL OR CELLS)
S7	9681202	SECOND?? OR SPLIT()SECOND?? OR HALF()SECOND?? OR INSTANTANEOUS? OR QUARTER()SECOND? OR (4 OR FOUR) ()SECOND?? OR (ONE OR 1) ()SECOND?
S8	18003	EXPOSURE(3N)TIME
S9	8037011	IMAGE? OR GRAPHIC? OR GRAPHIX OR VIDEO OR FILM?? OR (MOVING OR MOTION) (3N)PICTURE?
S10	408216	(VIEWER?? OR INDIVIDUAL?? OR PARTICIPANT OR USER?? OR PERSONS OR SUBSCRIBERS OR CUSTOMERS OR HUMAN OR AUDIENCE) (5N) (RESPONS? OR REPLIES OR REACTION?)
S11	463305	SHADE OR SHADING OR TRANSPARENC? OR (COLOR OR COLOUR) ()TIN-GE?? OR CHROME OR LUMINANCE
S12	2223	AU=(YOUNG C? OR YOUNG, C?)
S13	0	S1(S)S12
S14	34	S1 AND S12
S15	3	S14(S)S10
S16	1	RD S15 (unique items)
S17	0	S6(S)S7
S18	11	S14(S)S7
S19	11	S18 NOT S15
S20	3	RD S19 (unique items)
S21	0	S5(S)S1
S22	24	S1(S)S7(S)S8
S23	24	S22 NOT S14
S24	17	S23 NOT PY=>1998
S25	10	RD S24 (unique items)
S26	17	S9(3N)S5
S27	0	S26(S)S1
S28	0	S26(S)S10
S29	0	S26(S)S11
S30	0	S26(S)EFFECTIVE?

16/3,K/1 (Item 1 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2003 The Gale Group. All rts. reserv.

01895378 SUPPLIER NUMBER: 05074411

**Guideline: tracking the commercial viewer's wandering attention.**

Young, Charles E.; Robinson, Michael

Journal of Advertising Research, v27, n3, p15(8)

June-July, 1987

ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Abstract

...ABSTRACT: sorting task known as Guideline is added on to a standard copy test to assess **audience reaction to television commercials**. Respondents reconstruct their viewing experiences by examining storyboards. A survey of 51 Guideline studies found...

?

20/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02491899 219761071  
**Brain waves, picture sorts, and branding moments**

Young, Charles  
Journal of Advertising Research v42n4 PP: 42-53 Jul/Aug 2002  
ISSN: 0021-8499 JRNLD CODE: ADR  
WORD COUNT: 5869

**ABSTRACT:** This paper describes a method to identify potential branding moments in **television commercials**. It involves the convergence between two fundamentally different nonverbal moment-by-moment measurement techniques. The first is a picture-sorting technique. The **second** is brain-wave measurement. At the intersection of the two can be found special moments...

...very different types of information processing by the mind of a consumer engaged in watching **television commercials**. One type of processing, of esthetic content, is measured by the Picture Sorts, while the...

**TEXT:** This paper describes a method to identify potential branding moments in **television commercials**. It involves the convergence between two fundamentally different nonverbal moment-by-moment measurement techniques. The first is a picture-sorting technique. The **second** is brain-wave measurement. At the intersection of the two can be found special moments...

...make to brand equity.

This paper describes a method to identify potential branding moments in **television commercials**. It involves the convergence between two fundamentally different nonverbal moment-by-- moment measurement techniques. The first is a picture-sorting technique. The **second** is brainwave measurement. At the intersection of the two can be found special moments where...headset was used to measure the electrical activity of the brain while respondents watched these **television commercials**. The EEG activity is measured across four commonly accepted frequency bands: delta (< 4 Hz), theta...

... see Pope et al., 1995; Freeman et al., 1999]. Measurements are taken every 0.2 **seconds** .

Comparing two nonverbal measures  
To compare the response functions produced by these two nonverbal measurement...

20/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00725701 93-74922  
**Visual Connectedness and Persuasion**

Young, Charles E.; Robinson, Michael  
Journal of Advertising Research v32n2 PP: 51-59 Mar/Apr 1992  
ISSN: 0021-8499 JRNLD CODE: ADR  
WORD COUNT: 3388

...TEXT: development of more effective advertising.

## METHOD

This study was done among twenty-four 30-second **television commercials** for consumer packaged goods created by the Tatham/RSCG advertising agency. One-fourth of the...have used the Ameritest(SM) Picture Sort to explore the differences between persuasive and nonpersuasive **TV commercials**. We found that, while there seemed to be no "objective" differences in the visual complexity...

... First, viewers of highly persuasive commercials tend to have more peak experiences of the visuals. **Second**, highly persuasive commercials seem to be characterized by what we call "visual connectedness"--or stronger...

20/3,K/3 (Item 1 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
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06339726 SUPPLIER NUMBER: 93989407  
**Brain waves, Picture Sorts(R), and branding moments. (finding the right moment for brand advertising during television commercials)**  
Young, Charles  
Journal of Advertising Research, 42, 4, 42(12)  
July-August, 2002  
ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 6422 LINE COUNT: 00540

### TEXT:

This paper describes a method to identify potential branding moments in **television commercials**. It involves the convergence between two fundamentally different nonverbal moment-by-moment measurement techniques. The first is a picture-sorting technique. The **second** is brain-wave measurement. At the intersection of the two can be found special moments...  
... make to brand equity.

This paper describes a method to identify potential branding moments in **television commercials**. It involves the convergence between two fundamentally different nonverbal moment-by-moment measurement techniques. The first is a picture-sorting technique. The **second** is brainwave measurement. At the intersection of the two can be found special moments where...headset was used to measure the electrical activity of the brain while respondents watched these **television commercials**. The EEG activity is measured across four commonly accepted frequency bands: delta (<4Hz), theta (4...

...see Pope et al., 1995; Freeman et al., 1999). Measurements are taken every 0.2 **seconds**.

Comparing two nonverbal measures  
To compare the response functions produced by these two nonverbal measurement...  
?

25/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01002283 96-51676  
**What happens to television ratings during commercial breaks?**  
Danaher, Peter J  
Journal of Advertising Research v35n1 PP: 37-38+ Jan/Feb 1995  
ISSN: 0021-8499 JRNL CODE: ADR  
WORD COUNT: 6117

TEXT: The effectiveness of **television** as an **advertising** medium has come under attack from many fronts. Firstly, numerous advertising recall studies have shown that the recall of a particular **television advertisement** a short time after **exposure** is low (Agee, 1992; Clancy and Kveskin, 1971; Cobb, 1985; Murphy, Cunningham, and Wilcox, 1979; Ray and Webb, 1986; Webb and Ray, 1979). Secondly, advertising avoidance via zapping (channel switching during live broadcasts) or zipping (fast forwarding during video  
...

...such as reading, talking, or leaving the room (Yorke and Kitchen, 1985). Despite these problems **television advertising** continues to be popular, with **television** continuing to gain an increasing share of ad spend over other media types.

There have...

25/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00774406 94-23798  
**The effect of background music on ad processing: A contingency explanation**  
Kellaris, James J; Cox, Anthony D; Cox, Dena  
Journal of Marketing v57n4 PP: 114-125 Oct 1993  
ISSN: 0022-2429 JRNL CODE: JMK  
WORD COUNT: 7758

...TEXT: tested with other types of music, including vocals and well-known songs, to assess generality. Second, our hypotheses were tested in a radio advertising context. The generality of the findings to **TV advertising** should be explored further. Third, our sample was limited to one population group-college students...

... in commercial copy testing, both in terms of how the questions were phrased and the time lag between **exposure** and testing. Additional research should examine whether music has varying effects on alternative measures of...

25/3,K/3 (Item 1 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
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02212324 SUPPLIER NUMBER: 07539636  
**Explaining related recall outcomes: new answers for a better model.**  
(Special Issue on Advertising Measurement)  
Walker, David; von Gontien, Michael F.  
Journal of Advertising Research, v29, n3, p11(11)  
June-July, 1989

ISSN: 0021-8499

LANGUAGE: English

RECORD TYPE: Abstract

**ABSTRACT:** Research conducted with ASI Market Research Inc examining how viewers recall television commercials reveals that attention at time of exposure and ease of retrieval are two factors which affect why certain commercials produce the recall...

...of women aged 18 to 65 over a 12-month period who viewed 750 30-second commercials. Research findings indicate that a measurement process can be used in which recognition is...

**25/3,K/4 (Item 2 from file: 88)**

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2003 The Gale Group. All rts. reserv.

01609128 SUPPLIER NUMBER: 03484287

**The world of TV programing: syndication. (Special Report)**

Broadcasting, v107, p54(13)

Oct 22, 1984

ISSN: 0007-2028 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 12542 LINE COUNT: 01161

... end, Embassy has outfitted stations with a top-to-bottom promotion kit that includes 10-second, 30-second and 60-second television spots on top of radio spots, ad slicks and color slides. Three people are assigned exclusively to "affiliate relations." Embassy also presses for prime time exposure. The station lineup includes 76 independents, 19 ABC affiliates, 15 CBS affiliates and 12 NBC...

**25/3,K/5 (Item 1 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

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01482040 Supplier Number: 45230827

**Enhancing the Efficacy of Split Thirty-Second Television Commercials: An Encoding Variability Application**

Journal of Advertising, p13

Number 4, 1995

ISSN: .0091-3367

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

**ABSTRACT:**

A study on split 30-second television advertisements helps support the contention that exposure to two identical 15-second commercials results in better recall after short time intervals while exposure to different 15-second commercials leads to better recall after long intervals. The study focused on split 30-second television advertisements whose mix of 15-second halves was varied. In an experiment, subjects were made to watch either two identical 15...

**25/3,K/6 (Item 2 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2003 The Gale Group. All rts. reserv.

01271750 Supplier Number: 42881319 (USE FORMAT 7 FOR FULLTEXT)

**Does spending money on tour endorsements pay?**

Golf Pro Merchandiser, v0, n0, p52  
April, 1992  
ISSN: 1067-3415  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1782

... become very visible on TV.

In 1990, we compared the cost of advertising (a 30- second commercial) with the **exposure time** we were getting on television based on how often our logo was seen on players' shirts and visors. That exposure would have cost us \$6.5 million in **television advertising** time. There is no company in the world that can afford that.

There are people...

25/3,K/7 (Item 1 from file: 75)  
DIALOG(R)File 75:TGG Management Contents(R)  
(c) 2003 The Gale Group. All rts. reserv.

00178578 SUPPLIER NUMBER: 16984304 (USE FORMAT 7 FOR FULL TEXT)  
**Toward a reconciliation of market power and information theories of advertising effects on price elasticity.**  
Mitra, Anusree; Lynch, John G.  
Journal of Consumer Research, v21, n4, p644(16)  
March, 1995  
ISSN: 0093-5301 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 10985 LINE COUNT: 00934

... bars.

Our manipulation corresponds to the literature on advertising media, which suggests that (a) manufacturer **advertising** for brands on national **television** is often used to differentiate otherwise parity products (Norris 1984) and (b) billboard advertising is...

...recognize that our manipulation of advertising condition is not completely free of confounds; a 30- second TV commercial and a 15- second slide might differ on dimensions other than their ability to serve as a reminder or to differentiate among brands, such as **exposure time**, amount of information conveyed, visual cues, and the like.

Results

Table 1 presents the multivariate...

25/3,K/8 (Item 2 from file: 75)  
DIALOG(R)File 75:TGG Management Contents(R)  
(c) 2003 The Gale Group. All rts. reserv.

00119259 SUPPLIER NUMBER: 06215224  
**Recognition versus recall as measures of television commercial forgetting.**  
Singh, Surendra N.; Rothschild, Michael L.; Churchill, Gilbert A., Jr.  
Journal of Marketing Research, v25, n1, p72(9)  
Feb, 1988  
ISSN: 0022-2437 LANGUAGE: English RECORD TYPE: Abstract

**ABSTRACT:** The authors report the **second** in a series of experiments on recognition as a dependent variable in the study of learning and forgetting of **television commercials**. They investigate the impact of **time** since **exposure**, commercial length, and commercial repetition on recognition and unaided recall scores. The results indicate that...

25/3,K/9 (Item 1 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01149974  
**Block's bulk net buy turns day into night.**  
ADVERTISING AGE February 18, 1985 p. 1,78

... with CBS-TV that could substantially alter the way Block and other medium size network **TV advertisers** use the medium. In the 'CBS multi-daypart' deal, Block lets CBS move \$5-10...

... CBS thus can tighten soft shows or time periods. The arrangement gives Block more prime **time** and newscast **exposure** for its brands. Block, like other advertisers with small budgets by network standards, has found...

... have turned to syndication to capture the prime time viewer; others are using split 30- **second** commercials for 2 products as cost-cutting measures. Block markets Polident, Poligrip denture adhesive, Promise...

25/3,K/10 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

05204087 SUPPLIER NUMBER: 10955935 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**What do people do with advertising?**  
Buttle, Francis  
International Journal of Advertising, v10, n2, p95(16)  
Spring, 1991  
ISSN: 0265-0487 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 8202 LINE COUNT: 00700

... the social context of advertising reception?  
There is a general assumption in the literature reporting **advertising** effects that **television** watching and therefore exposure to **advertising** is inherently social. It is something that is done in the company of others. Recent...

...question; First, co-viewing varies with time of day. Nielsen (1975) found that children's **exposure** to prime- **time** programming and commercials was contextual by parent-child co-viewing 70 per cent of the time, but only 20 per cent of the time for Saturday morning children's programmes. **Second**, Bower (1973) found patterns of co-viewing varied according to the number of television sets...  
?

File 2:INSPEC 1969-2003/Mar W1  
(c) 2003 Institution of Electrical Engineers  
File 6:NTIS 1964-2003/Mar W2  
(c) 2003 NTIS, Intl Cpyrght All Rights Res  
File 8:Ei Compendex(R) 1970-2003/Mar W1  
(c) 2003 Elsevier Eng. Info. Inc.  
File 34:SciSearch(R) Cited Ref Sci 1990-2003/Mar W1  
(c) 2003 Inst for Sci Info  
File 35:Dissertation Abs Online 1861-2003/Feb  
(c) 2003 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2003/Mar W1  
(c) 2003 BLDSC all rts. reserv.  
File 94:JICST-EPlus 1985-2003/Mar W2  
(c) 2003 Japan Science and Tech Corp (JST)  
File 95:TEME-Technology & Management 1989-2003/Feb W4  
(c) 2003 FIZ TECHNIK  
File 99:Wilson Appl. Sci & Tech Abs 1983-2003/Jan  
(c) 2003 The HW Wilson Co.  
File 144:Pascal 1973-2003/Mar W1  
(c) 2003 INIST/CNRS  
File 233:Internet & Personal Comp. Abs. 1981-2003/Feb  
(c) 2003 Info. Today Inc.  
File 239:Mathsci 1940-2003/Apr  
(c) 2003 American Mathematical Society  
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
(c) 1998 Inst for Sci Info  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group  
File 603:Newspaper Abstracts 1984-1988  
(c) 2001 ProQuest Info&Learning  
File 483:Newspaper Abs Daily 1986-2003/Mar 08  
(c) 2003 ProQuest Info&Learning  
? ds

Set Items Description  
S1 51377 (ADVERTIS? OR ADS OR PROMOTIONS OR COMMERCIALS OR SPOTS) A-  
ND (TELEVISION OR TV)  
S2 4953 S1 AND (DISPLAY OR DISPLAYING OR SHOW OR SHOWING)  
S3 4775763 CATCH? OR SEE OR IMPACT OR TARGET????? OR ATTRACT?  
S4 310024 SPATIAL? AND (SEGMENT? OR PARTS OR PART OR SECTION? OR SE-  
CTOR? OR PIECE? ? OR PORTION? ? OR FRAGMENT? OR FRAME? OR REG-  
ION? OR SQUARE? OR BOXES OR AREA???)  
S5 69497 S4 AND (PLURAL? OR MANY OR MULTI OR MULTIPLE OR SEVERAL OR  
NUMEROUS)  
S6 10622 S5 AND (MATRIX OR MATRICES OR GRID OR GRIDS OR CELL OR CEL-  
LS)  
S7 2439493 SECOND?? OR SPLIT()SECOND?? OR HALF()SECOND?? OR INSTANTAN-  
EOUS? OR QUARTER()SECOND? OR (4 OR FOUR)()SECOND?? OR (ONE OR  
1)()SECOND?  
S8 31898 EXPOSURE(3N)TIME  
S9 4573541 IMAGE? OR GRAPHIC? OR GRAPHIX OR VIDEO OR FILM?? OR (MOVING  
OR MOTION)(3N)PICTURE?  
S10 1010440 (VIEWER?? OR INDIVIDUAL?? OR PARTICIPANT OR USER?? OR PERS-  
ONS OR SUBSCRIBERS OR CUSTOMERS OR HUMAN OR AUDIENCE) AND (RE-  
SPONS? OR REPLIES OR REACTION?)  
S11 201696 SHADE OR SHADING OR TRANSPARENC? OR (COLOR OR COLOUR) ()TIN-  
GE?? OR CHROME OR LUMINANCE  
S12 6787 AU=(YOUNG, C? OR YOUNG C?)  
S13 80 S10 AND S6 AND S7  
S14 1 S13 AND S9 AND S11  
S15 81 S10 AND S2

S16 10 S15 AND S7  
S17 1 S16 AND S4  
S18 1 S17 NOT S14  
S19 2398 S9 AND S6  
S20 125 S19 AND S10  
S21 0 S20 AND S1  
S22 16 S20 AND S7  
S23 15 S22 NOT (S17 OR S14)  
S24 10 S23 NOT PY=>1998  
S25 10 RD S24 (unique items)  
S26 523 S1 AND S10  
S27 154 S26 AND S3  
S28 0 S27 AND S11  
S29 44 S27 AND (SEGMENT? OR PARTS OR PART OR SECTION? OR SECTOR? -  
OR PIECE?? OR PORTION?? OR FRAGMENT? OR FRAME? OR REGION? OR -  
SQUARE? OR BOXES OR AREA??)  
S30 0 S29 AND S11  
S31 43 S29 NOT (S22 OR S17 OR S14)  
S32 42 RD S31 (unique items)  
S33 19 S32 NOT PY=>1998  
S34 1 S1 AND S7 AND S8  
S35 1 S34 NOT (S29 OR S17 OR S14)  
S36 2 S1 AND S12  
S37 2 RD S36 (unique items)  
S38 0 AMERITEST

14/3,K/1 (Item 1 from file: 34)

DIALOG(R)File 34:SciSearch(R) Cited Ref Sci  
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04982217 Genuine Article#: UX174 No. References: 33

**Title: FUNCTIONAL MAPPING OF COLOR PROCESSING BY MAGNETIC-RESONANCE-IMAGING  
OF RESPONSES TO SELECTIVE P-PATHWAY AND M-PATHWAY STIMULATION**

Author(s): KLEINSCHMIDT A; LEE BB; REQUARDT M; FRAHM J

Corporate Source: MAX PLANCK INST BIOPHYS CHEM, BIOMED NMR FORSCH  
GMBH, POSTFACH 2841/D-37018 GOTTINGEN//GERMANY//; MAX PLANCK INST BIOPHYS  
CHEM, ARBEITSGRP NEUROBIOL/D-3400 GOTTINGEN//GERMANY//

Journal: EXPERIMENTAL BRAIN RESEARCH, 1996, V110, N2 (JUL), P279-288

ISSN: 0014-4819

Language: ENGLISH Document Type: ARTICLE (Abstract Available)

**Title: FUNCTIONAL MAPPING OF COLOR PROCESSING BY MAGNETIC-RESONANCE-IMAGING  
OF RESPONSES TO SELECTIVE P-PATHWAY AND M-PATHWAY STIMULATION**

...Abstract: resonance imaging sensitized to activity-related changes in cerebral blood oxygenation was performed to map **responses** to selective stimulation of the parvo- and magnocellular visual pathways in calcarine and adjacent ventral occipital cortex of **human** subjects. In a repetitive stimulation protocol isoluminant chromatic or isochromatic **luminance** modulation was alternated with steady light of the same mean chromaticity and **luminance** as a reference condition. While no significant effects were observed for diffuse **luminance** modulation, two consistent cortical foci responded to isoluminant chromatic stimulation. A strong **response** was obtained in calcarine cortex at both 2 and 10 Hz, and even for selective S-cone stimulation. A **second** weaker color-sensitive **response** was seen bilaterally in the collateral sulcus. Thus, the data not only confirm color-sensitive

...

...additionally demonstrate color-sensitive activation in primary visual cortex. With stimuli defined according to electrophysiological **response** properties of early visual processing stages, this study complements phenomenological or cognitive approaches in functional mapping of the **human** visual system.

...Identifiers-- **HUMAN** BRAIN ACTIVATION; **HUMAN** VISUAL-CORTEX; SENSORY STIMULATION; SENSITIVITY; MRI; OXYGENATION; MACAQUE; RETINA; SPEED; FLOW

Research Fronts: 94-0158 003 (FUNCTIONAL MAGNETIC-RESONANCE-IMAGING;  
MAPPING **HUMAN** BRAIN ACTIVITY IN-VIVO; MR SPECTROSCOPY)

94-0864 001 (MACAQUE VISUAL **AREA** V2; TEMPORAL ACCURACY OF AIMED HAND MOVEMENTS; **SPATIAL** INFORMATION; POSTERIOR PARIETAL CORTEX; **MULTIPLE** PROCESSING STREAMS)

94-2395 001 (POSITRON EMISSION TOMOGRAPHY; FUNCTIONAL BRAIN **IMAGES**;  
WHOLE-BODY PET SCANNER)

94-4213 001 (COLOR CONSTANCY; SPECTRAL MECHANISMS; COMPOUND EYES OF MANTIS SHRIMPS; CHROMATIC STIMULI)

94-8027 001 (MIDGET BIPOLAR **CELLS** IN THE MACAQUE MONKEY RETINA; CONE PHOTORECEPTORS; DEVELOPMENT OF GABA IMMUNOREACTIVITY)

?

18/3,K/1 (Item 1 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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733383 ORDER NO: AAD80-28590  
**SOLAR ENERGY, MEDIA, AND ADULT EDUCATION**

Author: KEATON, MARY LAURENE

Degree: PH.D.

Year: 1980

Corporate Source/Institution: NEW MEXICO STATE UNIVERSITY (0143)

Source: VOLUME 41/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2858. 144 PAGES

...participation in adult education programs include access to and attitudes toward these programs on the **part** of the general public. Two important variables come immediately to mind when the task of...

...and audiovisual materials. The content--utilization of solar energy--was expected to attract a diverse **audience**.

While **television** has been extensively studied as an instructional medium, little of this research has been directed...

...adult learners. Therefore, a study aimed at assessing the effectiveness of this medium in attracting **viewers** and achieving comparable results to printed materials was undertaken. The study was divided into two parts. First, a survey was undertaken to determine the viewing rate and selected demographic characteristics of **viewers** for a televised program on solar energy. Second, a group of workers in a solar energy-related industry, sheet metal workers, was examined...

...the study were to determine (1) if a program on solar energy would appeal to **persons** who do not, normally, participate in adult education programs; (2) if using a preferred media will lead to higher levels of performance; (3) if learners **show** greater learning from the medium with which they have had the greatest successful previous experience; and (4) if high verbal or **spatial** ability will provide information about performance of workers in a solar-related industry on a...

...of instruction.

In the survey of the general public, of 300 households called 156 usable **responses** were obtained. The data from the survey revealed a significant difference with **viewers** of the solar energy program being older than nonviewers. In the Las Cruces sample, the sex ratio of **viewers** did not depart from chance expectations and was in line with expectations based upon national...

...with a media nor familiarity with a medium, as judged by time spent in watching **television** or reading, appears to lead to greater learning with that medium. Moreover specific aptitudes do...

...It was also suggested that in planning for televised instruction, more money be budgeted for **advertising**. Two further recommendations are that educational planners should select media with a view to overcoming...

...subjective perceptions about with which media they learn best.

Suggested further research includes determining if **individual** learning is affected by the media through which a subject is introduced and whether, in...

?

25/3,K/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

03773335 INSPEC Abstract Number: A90156376, C91005822

Title: A quantitative luminescence imaging system for biochemical diagnostics

Author(s): Batishko, C.R.; Stahl, K.A.; Erwin, D.N.; Kiel, J.

Author Affiliation: Pacific Northwest Lab., Richland, WA, USA

Journal: Review of Scientific Instruments vol.61, no.9 p.2289-95

Publication Date: Sept. 1990 Country of Publication: USA

CODEN: RSINAK ISSN: 0034-6748

U.S. Copyright Clearance Center Code: 0034-6748/90/092289-07\$02.00

Language: English

Subfile: A C

Abstract: A prototype quantitative low-light-level imaging system, capable of providing calibrated gray-scale **imagery** of radio-frequency (RF) stimulated chemiluminescence distributions in biological samples, has been developed by the...

... QLIS) represents a significant advance in the experimental instrumentation used for the study of such **reactions**, in that the system allows time-resolved and **spatially** resolved quantitative analyses to be performed. Measurements of chemiluminescence have traditionally been made by using **individual** photon counting photomultiplier tubes, integrating over the **spatial** volume and over time. The QLIS provides **imagery** at **video** rates, in which **individual** or integrated **multiple frames** can be calibrated to give a quantified **image** of the two-dimensional distribution of chemiluminescence in the sample. The system has a temporal resolution of 1/30th of a **second**, **spatial** resolution of 0.25 mm, a 40-mm-diam linear field of view, and a...

... $10^{-3}$ / $10^{-8}$  W/ $m^{-2}$  sr. Radiometric calibration of the **video** **imagery** is accomplished with a self-luminous light source of known radiance and spectral content. The...

... a wire mesh RF waveguide for medium-scale samples contained in a flat, cylindrical sample **cell**; or in an anechoic chamber for small- to **human**-body-sized samples. The prototype system has been implemented at the medium scale, with a...

...Descriptors: **image** intensifiers

...Identifiers: calibrated gray-scale **imagery** ; ...

... **spatially** resolved quantitative analyses...

...integrated **multiple frames** ; ...

...cylindrical sample **cell** ; ...

... **human** -body-sized samples

25/3,K/2 (Item 1 from file: 34)

DIALOG(R)File 34:SciSearch(R) Cited Ref Sci

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04929461 Genuine Article#: UT328 No. References: 45

Title: A RECURRENT NEURAL ARCHITECTURE MIMICKING CORTICAL PREATTENTIVE VISION SYSTEMS

Author(s): INDIVERI G; RAFFO L; SABATINI SP; BISIO GM  
Corporate Source: UNIV GENOA, DEPT BIOPHYS & ELECTR ENGN, VIA OPERAPIA  
11A/I-16145 GENOA//ITALY//; UNIV GENOA, DEPT BIOPHYS & ELECTR  
ENGN/I-16145 GENOA//ITALY//; UNIV CAGLIARI, IST ELETTROTECN/I-09123  
CAGLIARI//ITALY/

Journal: NEUROCOMPUTING, 1996, V11, N2-4 (JUN 1), P155-170

ISSN: 0925-2312

Language: ENGLISH Document Type: ARTICLE (Abstract Available)

Abstract: Low- and intermediate-level tasks of visual perception are based on **multiple** and cooperating simple agent architectures, made up of networks of formal neurons organized into a...

...neural network locally connected. In each layer, there is a specific intermediate representation of the **image** : the first layer extracts oriented feature elements; the **second** and third ones are used to control and coordinate interactions among features. Inter- and intra-layer recurrent connections are **responsible** for the integration of the different computational tasks performed by each neuron into a non...

...Identifiers--CAT STRIATE CORTEX; VISUAL-PATTERN RECOGNITION; **CELL** RECEPTIVE-FIELDS; **SPATIAL** -FREQUENCY; COMPLEX **CELLS** ; TEXTURE-DISCRIMINATION; ORGANIZATION; MECHANISMS; NETWORK; PERCEPTION

Research Fronts: 94-3009 001 (GABOR REPRESENTATION; **IMAGE** TEXTURE SEGMENTATION ; COMPUTATION OF 2-D WAVELET TRANSFORMS; OPTICAL CORRELATION FILTER FUSION FOR OBJECT DETECTION)

94-4084...

...CHANNEL IGFET MODEL FOR CIRCUIT SIMULATION)  
94-4356 001 (ILLUSORY CONTOURS; VISUAL TEXTURES; COMPUTATIONAL MODEL; **HUMAN** MOTION PERCEPTION; FUNCTIONAL ARCHITECTURE OF MACAQUE V2; COMPLEX OBJECTS; CORTICAL DYNAMICS)

94-5896 001 (CAT STRIATE CORTEX; EXCITATORY RECEPTIVE-FIELDS OF COMPLEX NEURONS; ORIENTATION SPECIFICITY; SIMPLE **CELLS** ; MOTION PERCEPTION)

25/3, K/3 (Item 2 from file: 34)  
DIALOG(R) File 34:SciSearch(R) Cited Ref Sci  
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02657582 Genuine Article#: LU382 No. References: 73

Title: **EARLY AND LATE VEPS FOR READING STIMULI ARE ALTERED BY COMMON BINOCULAR MISALIGNMENTS**

Author(s): SUTER PS; BASS BL; SUTER S

Corporate Source: CALIF STATE UNIV, DEPT PSYCHOL, VIS  
LAB/BAKERSFIELD//CA/93311

Journal: PSYCHOPHYSIOLOGY, 1993, V30, N5 (SEP), P475-485

ISSN: 0048-5772

Language: ENGLISH Document Type: ARTICLE (Abstract Available)

Abstract: Effects of mild binocular anomalies on early and late evoked response complexes to word stimuli were examined in visual evoked potentials (VEPs) recorded over occipital cortex, Wernicke's **area**, and its right side homolog in university students with (fixation disparity group) and without (normal group) fixation disparity. Stimuli were monocularly or binocularly viewed words of a paragraph presented **individually** for 100 ms, one per **second**, and a binocular control condition without linguistic content. An early complex (P125-N170) recorded at...

...visual processing and language processing in relation to early and late complexes are considered from **several** perspectives.

Research Fronts: 91-4835 002 (SACCADE-RELATED ACTIVITY IN THE LATERAL INTRAPARIETAL **AREA** ; INFERIOR TEMPORAL CORTEX; RESIDUAL MOTION PERCEPTION; MACAQUE MONKEY; CORTICAL CONNECTIONS)  
91-0016 001 (SIMULATED ANNEALING; EARLY VISION; OPTIMAL EDGE DETECTORS; IMAGE TEXTURE SEGMENTATION ; MODEL FOR SIMPLE CELLS )  
91-0226 001 (EARLY IDENTIFICATION OF READING DISABILITIES; PHONOLOGICAL AWARENESS; PRINT EXPOSURE IN CHILDREN; DEVELOPMENTAL DYSLEXIA; NAMING SPEED DEFICITS)  
91-0480 001 (DIVIDED ATTENTION; VISUAL **SPATIAL** NEGLECT; FEATURE INTEGRATION; SEMANTIC INHIBITION)  
91-4951 001 (AUDITORY EVENT-RELATED POTENTIAL; VISUAL RECOGNITION MEMORY...)

25/3,K/4 (Item 3 from file: 34)  
DIALOG(R)File 34:SciSearch(R) Cited Ref Sci  
(c) 2003 Inst for Sci Info. All rts. reserv.

02570623 Genuine Article#: LM273 No. References: 43  
**Title: VISUAL EFFECTS OF LESIONS OF CORTICAL AREA V2 IN MACAQUES**  
Author(s): MERIGAN WH; NEALEY TA; MAUNSELL JHR  
Corporate Source: UNIV ROCHESTER, MED CTR,CTR VISUAL SCI, BOX 314/ROCHESTER//NY/14642  
Journal: JOURNAL OF NEUROSCIENCE, 1993, V13, N7 (JUL), P3180-3191  
ISSN: 0270-6474  
Language: ENGLISH Document Type: ARTICLE (Abstract Available)

**Title: VISUAL EFFECTS OF LESIONS OF CORTICAL AREA V2 IN MACAQUES**  
Abstract: Ibotenic acid lesions were placed in two monkeys in a **portion** of cortical **area** V2 that corresponds to a lower quadrant of the visual field extending approximately 3-7-degrees-from the fovea. For purposes of comparison, another lesion was placed in **area** V1 in one animal. A wide range of visual capacities were then measured, using a discrimination between vertical and horizontal orientation, in and near the affected **regions** of the visual field. Visual acuity declined sharply as the test stimulus approached the visual...

...V1 lesion, and no threshold could be measured at its center. In contrast, lesions of **area** V2 caused no measurable decrease in acuity, nor was there any substantial effect on **several** measures of contrast sensitivity.

Subsequently, two types of more complex visual discriminations were measured (also...)

...to threshold, and this number of dots was greatly decreased by a V2 lesion. The **second** discrimination was of the orientation of a group of three distinctive texture elements embedded in...

...six by six element texture. This task could not be done in the visual field **region** affected by the V2 lesion when the distinctive elements differed in orientation from the others...

...when the three distinctive elements differed in size or color. These results suggest that cortical **area** V2 is not needed for some low-level discriminations, but may be essential for tasks involving complex **spatial** discriminations.

...Identifiers--RETINAL GANGLION- CELLS ; STRIATE CORTEX;

EXTRAGENICULOSTRIATE VISION; REVERSIBLE INACTIVATION; CONTRAST SENSITIVITY; SUPERIOR COLICULUS; RESPONSE PROPERTIES; AFFERENT BASIS; FIELD DEFECTS; MONKEY  
Research Fronts: 91-0016 001 (SIMULATED ANNEALING; EARLY VISION; OPTIMAL EDGE DETECTORS; IMAGE TEXTURE SEGMENTATION ; MODEL FOR SIMPLE CELLS )  
91-3094 001 (COLOR APPEARANCE FOLLOWING POST-RECEPTORAL ADAPTATION; SPECTRAL SENSITIVITY; SIMULATED BIPOLAR CELLS ; CHROMATIC DISCRIMINATION; FOVEA OF HUMAN RETINA)  
91-4835 001 (SACCADE-RELATED ACTIVITY IN THE LATERAL INTRAPARIETAL AREA ; INFERIOR TEMPORAL CORTEX; RESIDUAL MOTION PERCEPTION; MACAQUE MONKEY; CORTICAL CONNECTIONS)  
91-8329 001 (RAT SOMATOSENSORY...

25/3,K/5 (Item 4 from file: 34)  
DIALOG(R)File 34:SciSearch(R) Cited Ref Sci  
(c) 2003 Inst for Sci Info. All rts. reserv.

02200302 Genuine Article#: KK165 No. References: 31  
**Title: VOLTAGE-SENSITIVE DYES - MEASUREMENT OF MEMBRANE-POTENTIALS INDUCED BY DC AND AC ELECTRIC-FIELDS**  
Author(s): LOEW LM  
Corporate Source: UNIV CONNECTICUT,CTR HLTH,DEPT PHYSIOL/FARMINGTON//CT/06030  
Journal: BIOELECTROMAGNETICS, 1992, S1, P179-189  
ISSN: 0197-8462  
Language: ENGLISH Document Type: ARTICLE (Abstract Available)

...Abstract: membrane potential have been available for the past 15 years and have been employed in **numerous** studies of **cell** physiology. Since the **cell** membrane is a likely primary site for the cascade of events resulting in a biological **response** to electromagnetic fields, methodologies for monitoring the membrane voltage will be critical. This laboratory has...

...an electric field. This mechanism has the advantage of providing both high temporal and high **spatial** resolution because the effect is **instantaneous** and is localized to the level of **individual** indicator molecules. It therefore can have significant advantages over traditional microelectrode techniques because fast changes in potential can be monitored simultaneously over **many** different **regions** of a biological preparation. We have used these dyes to monitor membrane potentials induced by...

...on the membrane in good agreement with a time-dependent solution to Laplace's equation. **Cell** membranes can also be stained with voltage sensitive dyes. In experiments with dc fields, we...

...able to map the variation of the induced membrane potential along the surface of the **cell** by employing digital **video** fluorescence microscopy. We can also use the fluorescence microscope to detect membrane potential induced by...

...monitor intracellular ion concentrations. It may, therefore, prove highly valuable for the elucidation of biological **responses** to electromagnetic fields.

...Identifiers--CHARGE-SHIFT PROBES; ELECTROMAGNETIC-FIELDS; LIPID BILAYER; FLUORESCENCE; MECHANISM; **RESPONSES**; CELLS; CONDUCTANCE; KINETICS; AXON

25/3,K/6 (Item 1 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01565128 ORDER NO: AADNN-15026

**A POISSON-DRIVEN STATIONARY PROCESS MODEL IN SPECTROSCOPY**

Author: BENN, ALFRED GEOFFREY

Degree: PH.D.

Year: 1996

Corporate Source/Institution: THE UNIVERSITY OF WESTERN ONTARIO (CANADA)  
(0784)

Source: VOLUME 58/02-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 783. 193 PAGES

ISBN: 0-612-15026-7

...u the associated mark of a marked Poisson process. In these models, that output or **response** process can be expressed as a sum of the **individual responses** to each marked occurrence point.

The present study is concerned with specific filtered Poisson process

...

...of two biochemical spectroscopy imaging techniques, Scanning Fluorescence Correlation Spectroscopy (S-FCS) and its extension, **Image** Correlation Spectroscopy (ICS). These techniques are used in studying certain aspects of **cell** membrane physiology, specifically the rate or extent of membrane receptor protein clustering or aggregation. This...

...measurements constitute an important step towards understanding how such receptors influence or interact with other **cell** membrane components.

The data obtained from S-FCS and ICS are measurements of fluorescence intensity...

...valued random mark associated with the occurrence point  $(x, y)$  and  $\$N(\cdot)$  is the **spatial** Poisson counting process. The term  $\$gamma\epsilon(\cdot)$  is a Gaussian (background) noise process...

...a finite-range (or  $\$m$ ) dependent stationary process (S-FCS) or random field (ICS).

Certain **second** -order moment functionals of  $\$X(\cdot)$  contain important model parameters related to protein cluster...

... $sb1 = w$  where  $\$lambda$  is the Poisson intensity parameter and  $\$mu\sb{2Y}$  is the **second** moment of the marking distribution. The main purpose of this study is the consistent interval estimation of these parameters. Nonlinear least **squares** methods are proposed involving sample autocovariances (S-FCS) and periodograms (ICS). An asymptotic log likelihood...

...An extensive Monte Carlo simulation study is undertaken to investigate the asymptotics of the least **squares** estimator  $\$theta$  and the ratio estimator  $\$R$  and to implement a variance estimation method. Due...

...ICS calculations, these are performed on a MasPar MP-2 massively parallel (2K) computer. Finally, **several** data sets are analyzed for both S-FCS and ICS.

25/3,K/7 (Item 2 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online

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01427687 ORDER NO: AADAA-I9525828

**MAPPING HUMAN PRIMARY VISUAL CORTEX WITH FUNCTIONAL MAGNETIC RESONANCE IMAGING**

Author: ENGEL, STEPHEN A.

Degree: PH.D.

Year: 1995

Corporate Source/Institution: STANFORD UNIVERSITY (0212)

Source: VOLUME 56/04-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2374. 76 PAGES

**MAPPING HUMAN PRIMARY VISUAL CORTEX WITH FUNCTIONAL MAGNETIC RESONANCE IMAGING**

Primate visual **areas** posses a rich internal structure; one important aspect of this is retinotopic organization. In humans...

...measurements of retinotopic organization have been made, primarily due to methodological difficulties. Functional magnetic resonance **imagery** (fMRI) can measure neural activity in **human** visual cortex with high **spatial** resolution; this makes it a natural tool for studying structure within **human** visual **areas**. We used fMRI to map the retinotopic organization of **human** primary visual cortex. FMRI **images** were acquired every 1.5 **seconds** using a T2\* weighted spiral acquisition pulse sequence. Subjects viewed a periodic stimulus consisting of...

...field location as temporal delay. The amplitude of these waves indicated the magnitude of cortical **response**. We first evaluated the method, then generated extensive maps of receptive field locations in **human** primary visual cortex. The method reliably distinguished receptive field locations for patches of cortex separated...

...retinotopic organization compare well with previous work, and are the densest, most accurate measurements of **human** V1 to date. Comparing our results with estimates of **human** ganglion **cell** densities showed that cortical magnification and retinal ganglion **cell** densities are roughly proportional over a large **portion** of the visual field. Our method is quite general and has **many** important applications.

**25/3,K/8 (Item 3 from file: 35)**

DIALOG(R)File 35:Dissertation Abs Online

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01194593 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.

**ANALOG VLSI IMPLEMENTATION OF SMART VISION SENSORS: STABILITY THEORY AND AN EXPERIMENTAL DESIGN (MACHINE VISION)**

Author: STANLEY, DAVID LAWRENCE

Degree: PH.D.

Year: 1991

Corporate Source/Institution: MASSACHUSETTS INSTITUTE OF TECHNOLOGY (0753)

Source: VOLUME 52/07-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3815.

...analog VLSI are addressed. The first is a stability analysis of a class of resistive **grid** networks used to implement neural systems such as lateral inhibition networks. A problem of unwanted spontaneous oscillation can arise in these circuits and render them unusable in practice. **Part 1**

reports a design approach that guarantees such a system will be stable, even though the values of designed elements in the resistive **grid** many be imprecise and the location and values of parasitic elements may be unknown. The method...

...is required for their use, empirical in the sense that they involve only measurable frequency **response** data on the **individual cells**, and robust in the sense that they are not affected by unmodelled parasitic resistances and capacitances in the interconnect network. The **second** aspect, reported in **Part 2**, is the design and testing of an analog CMOS integrated circuit that determines, in real time, the position and orientation of an object against a dark background. A uniform **grid** of linear resistors is used to extract the first and **second** spatial moments of the intensity of the **image**, from which the location of the centroid and the direction of the axis of least...

...or better for moderately sized and sufficiently elongated objects. It operates at up to 5000 **image frames** per **second** while consuming less than 50 mW of power. Chip dimensions are 7900  $\mu\text{m}$  by...

25/3,K/9 (Item 1 from file: 239)  
DIALOG(R)File 239:Mathsci  
(c) 2003 American Mathematical Society. All rts. reserv.

02606344 MR 96i#00018  
**Hellenic European research on mathematics and informatics '94.** Vol. 1,  
2.  
Proceedings of the **Second** Conference (HERMIS '94) held in Athens, September 22--24, 1994. Edited by Elias A. Lipitakis.  
Contributors: Lipitakis, Elias A.  
Publ: Hellenic Mathematical Society, Athens, 1994, Vol. I: xxvi+491 pp.; Vol. II: pp. i--xxvi and 491--1019.  
Language: English  
**Hellenic European research on mathematics and informatics '94,** Conference: Mathematics and Informatics,; Athens, Vol. 1, 2 2nd Hellenic European, HERMIS '94 1994  
Subfile: MR (Mathematical Reviews) AMS  
Abstract Length: LONG (205 lines)  
Reviewer: Editors

Proceedings of the **Second** Conference (HERMIS '94) held in Athens, September 22--24, 1994. Edited by Elias A. Lipitakis.  
...L. M. Delves and R. Cook, Techniques for real time processing of synthetic aperture radar **images** (67--69); Maurice Gross, The theory of finite automata and computational linguistics (71); Masahiro Yamamoto...  
...Christopher T. H. Baker, Dynamics of discretized equations for DDE's (145--151); Athena Makroglou, **Regions** of stability for extended backward differentiation methods in the numerical solution of Volterra integro-differential equations (153--158); Marie-Noelle Le Roux, Numerical solution of nonlinear **reaction** diffusion processes in plasmas (159--165); Pavel E. Sobolevskii [P. E. Sobolevskii], Theorem on mixed...

...in electrical impedance tomography (285--291); D. C. Barber and B. H. Brown, Reconstruction of **images** from multi -frequency data in electrical impedance tomography (293--299); A. M. Bruaset and A. Tveito, On...

...preconditioners (301--308).  
A. van der Ploeg, E. F. F. Botta and F. W. Wubs, **Grid** -independent convergence by preconditioning (309--316); Gunhild Lindskog, A parallel

method for the separate displacement...

...control through  $\$(M,S)\$$ -optimality (341--349); J. B. Slater and G. M. Tardivel, Protecting **user** interests in an academic network (351--356); Barry Smethurst, The background to and the development...

...computer (441--448); Yiannis G. Saridakis, Optimally repartitioned SOR iterative method for  $\$p\$$ -cyclic collocation **matrices** (449--456); J. P. Milaszewicz,  $\$M\$$ - **matrices** and monotone Newton-Fourier iterations (457--462); George Miminis and Chris Paige, A QR-like...

...problem (463--486); M. Mitrouli and G. Kalogeropoulos, On the computation of canonical forms for **matrix** pencil (491--500); E. Grispos, G. Kalogeropoulos and P. Pantazopoulos, Spectral representation of distributional solutions...631); I. C. Demetriou and E. A. Lipitakis, Reliable software vs ill conditioning in least **squares** data smoothing by non-negative divided differences (633--644); K. Brown, J. Lu, G. M...

...application to dental information systems (645--650); Michael Vassilakopoulos and Yannis Manolopoulos, On sampling from **spatial** databases (651--658); Y. Akyildiz, S. Markov [Svetoslav M. Markov], J. Miller and E. Popova...

...847--854); M. P. Bekakos, E. A. Lipitakis and O. B. Efremides, Parallel exploitation of **multiple** pipes arrangements on mesh architectures (855--868); T. Tsiligirides, Parallel block-methods used on a...

...computer mathematics in the next decade (979--1013).

\{Some of the papers are being reviewed **individually** .\}  
Descriptors: ...; 68-06 -Computer science (For papers involving machine computations and programs in a specific mathematical **area** , see **Section**--04 in that **area** )-Proceedings, conferences, collections, etc.

25/3, K/10 (Item 2 from file: 239)

DIALOG(R) File 239:Mathsci

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01724745 MR 83i#00032d

**Modeling and simulation. Vol. 12. Part 4.**

General modeling and simulation. Proceedings of the Twelfth Annual Pittsburgh Conference held at the University of Pittsburgh, Pittsburgh, Pa., April 30--May 6, 1981. Edited by William G. Vogt and Marlin H. Mickle.

Contributors: Vogt, William G.; Mickle, Marlin H.

Publ: Instrument Society of America, Research Triangle Park, N.C., 1981, pp. v--xxii and 1223--1644. ISBN: 0-87664-562-7

Language: English

Modeling and simulation,; Conference: Pittsburgh, Modeling and Simulation,; Pittsburgh, Pa., Vol. 12, **Part 4** 12th Annual 1981

Subfile: MR (Mathematical Reviews) AMS

Abstract Length: LONG (121 lines)

Reviewer: Editors

**Modeling and simulation. Vol. 12. Part 4.**

Vol. 12, **Part 4** 12th Annual 1981

The 242 papers in these volumes are arranged in the following way and include: **Part 1.** Energy and the environment: Applications of water resources systems techniques in other fields (3...)

...modeling (3 papers). Ecosystems (4 papers). Mining (4 papers). Power systems load flow (3 papers). **Part 2.** Systems, control and

33/3,K/1 (Item 1 from file: 6)

DIALOG(R)File 6:NTIS

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1794523 NTIS Accession Number: ED-363 261

**National Responses to International Satellite Television**

Jayakar, K. P.

Corp. Source Codes: 888888888

Apr 93 20p

Languages: English

Journal Announcement: GRAI9411

Paper presented at the Annual Convention of the Broadcast Education Association (Las Vegas, NV, April 16-18, 1993).

Available from ERIC Document Reproduction Service (Computer Microfilm International Corporation), 3900 Wheeler Ave., Alexandria, VA 22304-5110.

NTIS Prices: Not available NTIS

**National Responses to International Satellite Television**

Star TV, the first international satellite broadcast system in Asia, has had a profound effect on national...

... rigidly controlled, state owned monopoly organizations. The purpose of this paper was to study the **response** of national governments, media industries, and the general public to this multichannel direct broadcast service...

...study because it is generally representative of Asian national broadcast environments and has been specially **targeted** as a potential market for Star TV 's services. Public **response** to the service has been enthusiastic. Industry has mainly viewed it as a short-term, money-making opportunity. Governments, however, perceive Star TV as a commercial/economic enterprise, and their policy **responses** have also been governed by this perception. Efforts made by governments so far have been

...

... nations the right of prior consultation and consent to satellite broadcasting or to evolve supranational **regional regulatory frameworks**. (Contains 25 references.) (Author/KRN).

Descriptors: Broadcast television ; \*Communications satellites; \*Government role; \*International law; Advertising ; Audience response ; Business ; Cable television ; Case studies; Foreign countries; Legislation ; Problems.

33/3,K/2 (Item 1 from file: 34)

DIALOG(R)File 34:SciSearch(R) Cited Ref Sci

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06782809 Genuine Article#: BK99R No. References: 0

**Title: DIGISAT: A technological solution via satellite for interactive SMATV networks in the DVB environment**

Author(s): Sesena J (REPRINT) ; Molina A; Prieto H

Corporate Source: HISPASAT, POB 95000/MADRID 28080//SPAIN/ (REPRINT), 1997, V1242, P723-737

ISSN: 0302-9743 Publication date: 19970000

Publisher: SPRINGER-VERLAG BERLIN, HEIDELBERGER PLATZ 3, W-1000 BERLIN 33, GERMANY

Series: LECTURE NOTES IN COMPUTER SCIENCE

Language: English Document Type: ARTICLE (ABSTRACT AVAILABLE)

...Abstract: Inyeractive Satellite Broadcasting services and systems with

the aim of ensuring the incorporation of residential **users** to the Multimedia Services through Satellite Master Antenna Television (SMATV), assuming that SMATV systems are the key infrastructure to provide Satellite services to **users** living in vertical buildings. An overview of the DIGISAT Interactive System for Multimedia Applications is described in this paper. The most **attractive** Multimedia services for the Broadcasting environment are described, highlighting as a reference; "TV a la Carte", Near Video on Demand, Oriented **Advertisement**, Co-Direction, Pay per View, Internet Access, DVB data Broadcasting and real time **TV audience** data Acquisition. The results of the DIGISAT Trials are presented based on the services demonstrations already performed in 10 European countries with more than 600 **users**. These results provide a useful reference of the popular **reaction** to this kind of services. The DIGISAT Generic Reference Model for Interactive Systems has been...

...for the provision of interaction channel via satellite for SMATV based on Coaxial and Satellite **sections**. The DIGISAT concept is based on an open system architecture where several system options may be valid for any of the **sections**. For the satellite **section** last generation VSAT networks have been chosen based on CDMA modulation systems. Nevertheless, alternative VSAT...

...is creating a great expectation at the DVB, as the optimum solution for the coaxial **section** of the SMATV systems. Coaxial **section** can be reused to be concatenated with alternative transmission media to the satellite such as...

...UHF or microwaves (MMDS). The preliminary conclusions of the Cost Analysis is that the Coax **section** is economically feasible in a wide range of types of SMATV from 20 to 300 **users**.

33/3, K/3 (Item 1 from file: 35)  
DIALOG(R) File 35:Dissertation Abs Online  
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01586087 ORDER NO: AAD97-37410  
**ATTENTION TO TELEVISION : AN OBJECTIVE MEASUREMENT SUPPLEMENT TO STANDARD TELEVISION PROGRAM RATINGS ( ADVERTISING )**  
Author: JIANG, YANSONG  
Degree: PH.D.  
Year: 1997  
Corporate Source/Institution: THE UNIVERSITY OF CONNECTICUT (0056)  
Source: VOLUME 58/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 1972. 109 PAGES

**ATTENTION TO TELEVISION : AN OBJECTIVE MEASUREMENT SUPPLEMENT TO STANDARD TELEVISION PROGRAM RATINGS ( ADVERTISING )**

Traditional standard **television** program ratings which provide aggregate **audience** size measures no longer provide a sufficient measure of a program's performance in today's multi-channel **television** viewing environment. The quality of viewership becomes much more important for **television** program producers, **advertisers** and broadcasters. An objective supplementary measurement based on **individual impact** is needed. The present study proposes to use attention as a supplementary measurement to traditional standard **television** program ratings. It provides a comprehensive theoretical **framework** for understanding the relationship between attention and key **advertising** effectiveness measurement

variables: recall of commercial, attitude towards commercial, program involvement. It also examines the attention carryover effect from **television** program to commercial and the relationships between attention and program **impact**, program type and standard program ratings. Related hypotheses are proposed and tested by laboratory experiment.

The present study uses **reaction** time to the secondary task to measure attention to **television**. This measure is superior to other indirect and direct attention measurements. Three hundred fifty-three...

...indicate that attention has mild causal relationship with recall and attitude towards commercial within each **viewer** but not between **viewers**. A strong attention carryover effect from **television** program to **commercials** was found. There were significant differences between subject's attention to audio-based and visual based **television** programs. The findings of the present study suggest that there are two ways to achieve better **advertising** effectiveness: increase attention to **television** program and program involvement, which all lead to better recall of embedded **commercials**. Attention has proven to be a valuable supplementary measurement to standard **television** program ratings.

33/3, K/4 (Item 2 from file: 35)  
DIALOG(R) File 35:Dissertation Abs Online  
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01388927 ORDER NO: AAD95-02316  
**TEACHING AND LEARNING: THE THIRTY TO SIXTY SECOND TELEVISION COMMERCIAL**  
Author: CONARD, BETTY ANN  
Degree: ED.D.  
Year: 1994  
Corporate Source/Institution: MONTANA STATE UNIVERSITY (0137)  
Source: VOLUME 55/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 2248. 201 PAGES

**TEACHING AND LEARNING: THE THIRTY TO SIXTY SECOND TELEVISION COMMERCIAL**

...the teaching and/or learning applications for adult educators of the 30 to 60 second **television** commercial. The study was designed to delve into the insights and/or recommendations that creators and producers of **television commercials** had to offer. This approach offered the potential to help educators increase their knowledge regarding...

...and/or learning via a unique perspective. The researcher believed there was a link between **television** commercial **advertising**, teaching, and learning.

The 25 study participants were asked 17 interview study questions. Study participants represented **advertising** clients, **advertising** agencies, or commercial production companies. The researcher looked for similarities among **responses** in order to discover insights or recommendations that could be transferred from the professionals of **television** commercial **advertising** to teaching and adult education.

The study findings and conclusions indicated the following: (1) **Television commercials** are teaching and/or learning devices which have the capability to reach the masses and influence many **viewers**. This type of teaching and/or learning tends to occur in small **segments**. The medium is also a transmitter of messages via non-verbal communication and visual images. (2) Both educators and **television commercials** utilize mission statements, goals and objectives to reach their **audience** or learners. (3) Professionals in the world of **television commercials** and education need to **target** and know their audience in order to reach and teach them

effectively. (4) Personal views, experiences, and learning preferences influence the **viewer** or learner if behavior or attitude changes are a goal. Emotional or meaningful connections to the **viewer** or learner may help bring about a behavior or attitude change. (5) Basic structural components are important to the success of **television commercials** and learning. Creativity, uniqueness or individuality helps **television** commercial or learning experiences to be more effective. Multi-sensory approaches are successful in reaching both **television** commercial **viewers** and learners. (6) There are a variety of techniques which work in helping reach both **television** commercial **viewers** and learners. (7) Technological advances have an influence on both **television commercials** and learning environments or learners. (8) Insights offered to educators by **television** commercial professionals should be implemented where possible. Educators need to overcome entrenchment and interface with...

33/3,K/5 (Item 3 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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01268384 ORDER NO: AAD92-31143  
**THE IMPACT OF COGNITIVE SPEED AND TELEVISION ENVIRONMENT ON AD EFFECTIVENESS ( ADVERTISING , AGE DIFFERENCES)**  
Author: JOHNSON, ROSE LYNN  
Degree: PH.D.  
Year: 1992  
Corporate Source/Institution: GEORGIA STATE UNIVERSITY (0079)  
Source: VOLUME 53/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 2013. 284 PAGES

**THE IMPACT OF COGNITIVE SPEED AND TELEVISION ENVIRONMENT ON AD EFFECTIVENESS ( ADVERTISING , AGE DIFFERENCES)**

This dissertation presents a model of **individual** difference and environmental characteristics which affect **responses** to **television advertising**. The behavioral slowing that accompanies increasing age is one factor expected to influence **response** to **advertisements**. Thus, cognitive speed (the rate at which an **individual** processes information) was the age-related variable under study. Specific aspects of the **television** environment which were investigated were clutter level (the amount of nonprogram material) and pod configuration...  
...1) increasing clutter would be associated with decreasing levels of ad recall and recognition, (2) **ads** in mixed pods (as opposed to commercial-only pods) would be subject to poorer recall...

...manipulation of clutter and pod configuration was conducted. Subjects were exposed to a set of **ads** embedded between two program **segments**. A broad range of cognitive speeds was obtained by studying adults aged 26 to 91...

...an effect among subjects exposed to the high clutter treatments but did not significantly influence **responses** of subjects exposed to low clutter. Contrary to expectation, pod configuration did not produce a...

...results of this study suggest that for some consumers, the trend toward increased clutter in **television advertising** may not adversely affect ad **response**. For others, marketers may be able to manipulate the information environment to mitigate age-related...

33/3,K/6 (Item 4 from file: 35)  
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01094459 ORDER NO: AAD90-01050  
CONTEXTUAL EFFECTS ON RESPONSES TO ADVERTISING : THE ROLE OF EMOTION TYPES

Author: ANDERSON, HELEN HILL  
Degree: PH.D.  
Year: 1989  
Corporate Source/Institution: DUKE UNIVERSITY (0066)  
Source: VOLUME 50/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3663. 216 PAGES

CONTEXTUAL EFFECTS ON RESPONSES TO ADVERTISING : THE ROLE OF EMOTION TYPES

Given that **television advertisements** are typically seen in some programming context, the role that this context plays in affecting **responses** to the ad is an important consideration for marketers. This research examines the **impact** of programming context on the perception of and attitudes formed about **television advertising**. A theory of perception, adaptation level theory, was integrated with a theory of the structure of emotions to generate predictions for changes in ad **response** due to the emotions engendered by the programming context.

The hypotheses were tested with a laboratory experiment in which groups of subjects viewed one ad embedded in one programming **segment**. Three **ads** and three programs were selected for use in the study based on their tendency to elicit a single emotional **response** in accord with the emotion structure theory. A control (no program) condition was also tested resulting in twelve different cells the design. Emotional **response** scales were developed from the emotion clusters of the emotion structure theory and used along...

...this design indicates that classification of stimuli based on a tendency to engender specific emotional **reactions** may not be appropriate. A better approach may be to classify by an **individual's response** rather than on stimuli characteristics. In addition, findings reveal that perceptions an ad do change...

...upon programming context indicating that contextual issues should be considered in evaluating test results on **responses to advertising**.

33/3,K/7 (Item 5 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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1012453 ORDER NO: AAD88-12278  
PROGRAM ELABORATION EFFECTS ON THE PROCESSING AND EFFECTIVENESS OF TELEVISION COMMERCIALS

Author: LORD, KENNETH RICHARD  
Degree: PH.D  
Year: 1988  
Corporate Source/Institution: THE OHIO STATE UNIVERSITY (0168)  
Source: VOLUME 49/04-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 884. 294 PAGES

PROGRAM ELABORATION EFFECTS ON THE PROCESSING AND EFFECTIVENESS OF TELEVISION COMMERCIALS

An issue of growing concern to marketers is the **impact** of a communication context on consumer information processing. Three experiments investigate the effect of a **television viewer**'s involvement in and elaboration of program content on the processing of commercial messages.

A preliminary experiment demonstrates that **advertisements**, as they are positioned within network programs, occur at points that differ significantly in terms of program elaboration. An assessment of subjects' time of **response** (measured in milliseconds) to a secondary task served as an indicator of program elaboration.

Two subsequent experiments investigated cognitive **response**, recall, attitude and behavioral intention resulting from exposure to **ads** in program **segments** characterized by high or low elaboration. The first experiment employed a treatment-by-blocks design...

...or absence of an attention-engaging device, and blocking on subjects' prior attitude toward the **advertised** product or issue. The second collected **response** times to model the dependent variables as a function of elaboration levels before, during and after exposure to the ad. All procedures were replicated across two **commercials** --one for a motor oil and the other a drinking and driving message.

Experimental results...

...involvement is one antecedent of cognitive arousal, are attention-engaging devices and involvement in the **advertised** product or issue. In the absence of any such inducers of arousal, **television viewers** generate few commercial-relevant thoughts. However, those which occur reflect the rehearsal of message content...

...lead to a state of higher cognitive activity, inducing more commercial-relevant thought. But cognitive **responses** elicited under arousing conditions tend to represent personal associations and **reactions** to message themes, rather than simple rehearsal of commercial content, resulting in reduced learning of...

33/3, K/8 (Item 6 from file: 35)  
DIALOG(R) File 35:Dissertation Abs Online  
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937872 ORDER NO: AAD86-29050  
THE PROCESSING OF VERBAL/NONVERBAL CONTENT IN TELEVISION ADVERTISEMENTS  
- A THEORY AND ITS EMPIRICAL INVESTIGATION (PERSUASION)  
Author: BALASUBRAMANIAN, SIVA KUMAR  
Degree: PH.D.  
Year: 1986  
Corporate Source/Institution: STATE UNIVERSITY OF NEW YORK AT BUFFALO (0656)  
Source: VOLUME 47/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3489. 253 PAGES

THE PROCESSING OF VERBAL/NONVERBAL CONTENT IN TELEVISION ADVERTISEMENTS  
- A THEORY AND ITS EMPIRICAL INVESTIGATION (PERSUASION)

...few studies have focused on how consumers process nonverbal information, especially in the context of **TV ads**. Further, these studies contain methodological problems which preclude meaningful inferences; the extant literature also does not offer a theory in this area.

To overcome these limitations, we develop a theory (and derive

propositions) by integrating knowledge from...

...communication literatures. This theory asserts that three key determinants regulate verbal/nonverbal information processing in **TV ads** : issue involvement of the **viewer** , the level of nonverbal variables in the ad, and the degree of consistency between verbal and nonverbal variables in the ad.

To highlight how verbal/nonverbal cues from **TV ads** are processed, a process model is presented which integrates into a cohesive **framework** the inter-relationships between the three determinants and two sets of dependent variables: (a) the elaboration set (the number of cognitive **responses** , and recall measures), and (b) the evaluation set (the valence of cognitive **responses** , and several attitude measures).

The model posits that there are two independent processes at work whenever an **individual** processes **TV ads** : the elaboration process and the evaluation process. The model's depiction of these processes generates ...

...between elaboration and evaluation processes, and (b) that increase in issue involvement generates more cognitive **responses** . However, the predicted **impact** of involvement on recall was unsupported.

The model was revised to conform with some empirical...

33/3,K/9 (Item 7 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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897547 ORDER NO: AAD85-24154

**MARKETING OF INTERCOLLEGIATE FOOTBALL AND BASKETBALL IN THE PACIFIC-10 CONFERENCE**

Author: DERROW, BRADFORD LEE

Degree: ED.D.

Year: 1985

Corporate Source/Institution: THE UNIVERSITY OF UTAH (0240)

Source: VOLUME 46/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2615. 210 PAGES

...intercollegiate athletic marketing.

Specific concerns were to survey and compare (a) ticket selling strategies and **promotions** , (b) **individual** game special **promotions** , (c) media/fan literature, (d) public relations strategies (fan entertainment and special public relations and **advertising** strategies), (e) media relations and coverage, (g) booster club, and (g) concessions.

The survey method...

...member institutions of the Pacific-10 Conference. Data were collected through an interview with the **individual** (s) **responsible** for athletic marketing and promotion at each university.

Each item and **section** from the **individual** questionnaires was tabulated, interpreted, then compared and contrasted with the other member institutions. Descriptive statistics...

...of the findings: (1) Several universities relied too heavily upon past success and tradition to **attract** fans and sustain interest. The reluctance to adopt a "marketing orientation" had resulted in problems with attendance, interest, and support. (2) For the most **part** , football greatly overshadowed basketball in promotional planning and overall marketing attention. Several **areas** of marketing strategies were completely ignored for basketball by these schools. (3) **Promotions** involving **area** cities and/or groups were advantageous to overall public

relations and interest. Increasing regional visibility to as many people as possible seemed to result in greater support. (4) Employing...

...marketing program seemed to be very beneficial to the university. The director's knowledge in **advertising**, **television** and radio contracts, marketing, communications, and public relations is invaluable. The use of marketing consultants...

33/3,K/10 (Item 8 from file: 35)  
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868442 ORDER NO: AAD84-27448  
**PARENT-CHILD INTERACTION OVER TV ADVERTISING TO CHILDREN (CONFLICT)**  
Author: PFLUM, MAUREEN ANN  
Degree: PH.D.  
Year: 1984  
Corporate Source/Institution: COLUMBIA UNIVERSITY (0054)  
Source: VOLUME 45/10-B OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3355. 257 PAGES

**PARENT-CHILD INTERACTION OVER TV ADVERTISING TO CHILDREN (CONFLICT)**

Critics of **TV advertising** to children have charged that it is unfair to the parent-child relationship because it causes dysfunctional conflict. Studies have shown that younger, less cognitively advanced children do not understand **TV advertising**'s persuasive aspects, and that heavy **TV viewers** make more frequent requests for products. However, no study has shown that these lead to an unfair ends effects, or dysfunctional conflict. This study tested the hypothesis that interaction over **TV advertising** is unfair because it causes more conflict than parent-child interaction in other **areas** of daily activity. It also tested the hypothesis that **TV advertising** has more negative emotional **impact** on children with lower social perspective-taking skills and with higher **TV viewing** levels.

Study participants were 100 mother-child pairs, with children ages 5-9. Mother and child separately answered 12 story completion tasks exploring parent-child interaction over requests for **TV - advertised** products and for other types of social commodities (e.g., bedtime hours). These tasks measured verbal and emotional **responses** to requests, frequency of interaction and **impact** (frequency x emotional **response**) --the dependent "conflict" variables. The child's social perspective-taking skills were assessed using a game developed by Selman.

Non-parametric analysis of the verbal **responses** to the story completion tasks did not prove that requests for **TV - advertised** products had more negative resolutions than requests in other **areas**. T-tests did not prove that **TV advertising** requests resulted in less emotional satisfaction, occurred more frequently, or had more negative **impact** than requests in other **areas**. 2 x 2 ANOVAs, run with high and low levels of social perspective-taking and **TV viewing** as independent variables, and the conflict variables as dependent, proved that the emotional **impact** of **TV advertising** was greatest among families with less cognitively advanced children and among families with heavy **TV viewers**.

None of the study's results proved that **TV advertising** is unfair to the parent-child relationship. **TV advertising** interactions had significantly more positive behavioral consequences than interactions in other **areas** because behaviors surrounding **TV advertising** are less complex, learned earlier, and carry less emotional weight.

...

33/3,K/11 (Item 9 from file: 35)  
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852318 ORDER NO: AAD84-15817  
**A MULTIVARIATE ANALYSIS OF AUDIENCE ATTITUDES AND BEHAVIORS DURING TELEVISION VIEWING (RATINGS, ADVERTISING , MEDIA)**  
Author: HOFFMAN, DONNA L.  
Degree: PH.D.  
Year: 1984  
Corporate Source/Institution: THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL (0153)  
Source: VOLUME 45/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 1853. 307 PAGES

**A MULTIVARIATE ANALYSIS OF AUDIENCE ATTITUDES AND BEHAVIORS DURING TELEVISION VIEWING (RATINGS, ADVERTISING , MEDIA)**

...point is the equivalent of 833,000 households and represents about \$7 million in annual **advertising** revenues. A **television** program's rating determines its value to both the network broadcasting it and the **advertiser** buying time within it. In essence, ratings determine the cost of **advertising**.

The ratings implicitly assume of **viewers** that "if they watch it, they like it." However, if the **television** **audience** is not the conglomeration of appreciative and attentive **viewers** that the ratings numbers imply, then attention must be focused on the study of the variation in the **television** audiences' attitudes and behaviors. It is only through examination of these qualitative aspects of viewing that we can truly understand viewing behavior.

This dissertation explores the diversity of **audience reaction** toward programs using data collected from a research study conducted by **Television Audience Assessment, Inc.** The investigation is organized into four major **parts** in which the relationships among **audience reaction** , quantitative ratings, and viewing behaviors are examined.

The major conclusions reached were: (1) **Viewers** plan ahead to **see** programs which have a high **impact** on them and which they appreciate. (2) The size of a program's **audience** is negatively related to the appreciation **viewers** have for it. (3) Program **impact** is the key measure of **audience reaction** to programs. (4) **Viewers** pay more attention to programs they intend to view, though they also pay attention to programs they had no intention of viewing. (5) **Viewers** pay more attention to programs that have an **impact** on them. (6) As a program's **impact** increases, the probability of the **audience** engaging in activities "complementary" with viewing increases. (7) As a program's **impact** increases, the probability of the **audience** leaving the room only during the **commercials** or not leaving at all increases. (8) **Viewers** who leave the room during the **commercials** or not at all have a higher probability of engaging in complementary activities, and vice...

33/3,K/12 (Item 10 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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755745 ORDER NO: AAD81-18446  
**EFFECT OF ADVERTISING ON HIGH AND LOW LOYALTY CONSUMER SEGMENTS**  
Author: RAJ, SEVILIMEDU PARTHASARATHI

Degree: PH.D.  
Year: 1981

Corporate Source/Institution: CARNEGIE-MELLON UNIVERSITY (0041)  
Source: VOLUME 42/04-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 1712. 196 PAGES

#### EFFECT OF ADVERTISING ON HIGH AND LOW LOYALTY CONSUMER SEGMENTS

Differences in the effect of brand **advertising** on the purchase behavior of consumers of varying loyalty to the **advertised** brand are investigated in this research. Specifically, we study whether increased image **advertising** induces switching into the **advertised** brand or increases purchase of the brand through increased product class purchase, and how this...

...between consumers of different brand loyalty. To understand the build up and decay effects of **advertising**, consumer purchases are tracked over a four year period using panel diary data.

Past research has not focused on this issue of variation in **advertising response** across loyalty **segments**. Econometric studies have mainly analyzed the aggregate effects of **advertising** on sales, while laboratory research has dealt with psychological variables such as attitudes measured at the **individual** level. We draw upon these two research streams to develop a conceptual **framework** for studying the **impact** of increased **advertising** on different loyalty **segments**. The main variables developed in the conceptual **framework** relate the **impact** of increased **advertising** to the content of the **advertisement**, the nature of the product and the degree of consumer loyalty. Consumers are classified by...

...more than one brand. In terms of ad content we consider the dimension of image **advertising** versus **advertising** which provides concrete attribute information. The product type is classified based on whether the product...

...have high potential as opposed to toothpaste).

Panel diary data collected during a split-cable **TV** experiment for an established frequently purchased brand is used. One panel in the split-cable...

...control and the other as a test panel which is exposed to the increased image **advertising** for the brand. Such a data set provides the unique benefits of a real world...

...are built to conduct an in-depth analysis of the effects of the increased image **advertising** on brand purchase.

The detailed study for this brand shows that consumers of high loyalty are stimulated to increase purchase of the brand in the presence of the increased image **advertising**. Very little increase in switching occurs from competitors into the **advertised** brand which implies that the increase in brand purchase is accompanied by increased product purchase. The effects of the increased **advertising** carry over for a few months even after it is lowered back to normal levels. At low loyalties there is little **impact**.

The results of this study clearly indicate the importance of considering loyalty as a **segmentation** variable in understanding the effects of **advertising**. Managerially this implies the need for more tailored approaches to **advertising** strategy based on a particular brand's loyalty mix of consumers.

...

33/3, K/13 (Item 11 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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743218 ORDER NO: AAD81-08473  
YOUNG CHILDREN'S KNOWLEDGE OF SUGAR

Author: COWGER, JUDITH MCCALL  
Degree: PH.D.  
Year: 1980  
Corporate Source/Institution: UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN  
(0090)  
Source: VOLUME 41/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 4603. 131 PAGES

...for the body, (5) role of social/cultural factors in sugar consumption, and (6) emotional **responses** to restriction and non-restriction of sugar consumption.

Data were obtained through tape-recorded interviews...

...reflect their knowledge through flexible ordering of questions and the use of probes.

Accuracy of **responses** was evaluated using a predetermined set of definitions for each question. In the other five aspects of knowledge explored by the study, data were examined by creating categories from the **responses** given, using a form of content analysis. Frequencies of **responses** in each category were examined for statistical significance using the Sign Test to compare the age groups on a series of items. When comparing groups on **individual** items, Chi **Square** procedures were employed.

Findings of this study led to the following conclusions.  
Seven-year-olds...

...in identifying foods containing only small amounts of sugar, and in identifying high sugar foods **advertised** on TV.

All children indicated that parents were their primary external source of knowledge about sugar. For the most **part**, sevens showed greater fluency on sources, indicating use of internal sources, based on their experience...

...indicate long-term effect.

Sevens were more aware than fours, on the whole, of the **impact** of social/cultural factors on their sugar intake, and used different categories to explain their...

...determining when it was all right to eat sugar.

Children's awareness of their emotional **responses** to the restriction and non-restriction of sugar did not appear to relate to age...

33/3, K/14 (Item 12 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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733749 ORDER NO: AAD81-00145  
INNOVATION IN THE COMMERCIAL TELEVISION NETWORKS: AN ANALYSIS OF ORGANIZATIONAL CONSTRAINTS AND STRATEGIES USED TO MINIMIZE THE IMPACT OF NEW AND DEVELOPING TECHNOLOGIES

Author: FARKAS, SHEVA  
Degree: PH.D.

Year: 1980

Corporate Source/Institution: THE OHIO STATE UNIVERSITY (0168)

Source: VOLUME 41/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2815. 342 PAGES

**INNOVATION IN THE COMMERCIAL TELEVISION NETWORKS: AN ANALYSIS OF ORGANIZATIONAL CONSTRAINTS AND STRATEGIES USED TO MINIMIZE THE IMPACT OF NEW AND DEVELOPING TECHNOLOGIES**

Although there have been many studies of the **impact** of **television** on **viewers**, there have been few studies using a broad based approach to the study of the networks as organizations. The purpose of this study has been to look at the commercial **television** networks as organizations facing an uncertain future because of changes in their environments. Four environments...

...being significant to the operation of the networks. The competitive environment involves network competition for **viewers**, which they sell to **advertisers** for organizational revenues. The economic environment involves organizational interaction with **advertisers**, program suppliers, affiliated stations and audiences. The technological environment has developed new technologies which have the potential of affecting the size of the **audience** the networks share. The regulatory environment is the most constraining of the environments with the power to limit or expand the development of alternatives to broadcasting.

The commercial **television** networks are all **parts** of larger organizations that have differing emphases on broadcasting for revenues. All three organizations have...

...network organization in the economic environment is RCA. Technological innovations have included the development of **television** broadcasting, cable and satellite transmission. Finally, regulatory innovations have included actions by the regulators, the...

...conventional means.

Two examples of innovation detailed in the study were the development of color **television** and the attempted merger of ABC with ITT. The controversy over the development of color...

...regarding the threats from new technologies, it becomes clear that the networks feel that some **impact** is likely, especially from cable **television** and pay **television**.

The networks have developed some strategies to minimize the **impact** of new and developing technologies on the environments of the commercial networks. Three strategies were...

...planning. The future of network broadcasting can only be improved by innovative organizational behavior and **reaction** to environmental change.

...

33/3,K/15 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06313037

Optical shop revamps to stay in tune with trends  
HONG KONG: NEW PRINT AD FOR OPTICAL SHOP  
Media (XCP) 10 May 1996 p.12  
Language: ENGLISH

The Optical Shop in Hong Kong has launched a new print campaign, **targeting**

middle to upper end **customers** aged 25 and above. The company will create a more fashionable image although it still aims at the older **section** of the market. The company has its logo changed in the new thematic print campaign. Bates is **responsible** for the new **advertising** campaign and has produced an extension of the "eyeball" logo. Optical Shop also decided to launch a different product mix in different shops around Hong Kong to satisfy the **individual** needs and wants of its shops. It will insert one page in each issue of...

... summer, more pages will be booked to introduce its sunglasses. Optical Shop did not consider **television** campaign because it is too expensive. \*

...

33/3,K/16 (Item 2 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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05984276  
Brand giants switch from **TV** to junk mail  
UK: DIRECT MARKETING BECOMING POPULAR  
Sunday Times (ST) 08 May 1994 p.B5  
Language: ENGLISH

Brand giants switch from **TV** to junk mail

... such as Heinz and Lever Brothers increasingly looking towards direct marketing as a means to **advertise** their products it appears the industry is soon to lose its junk mail image and possibly take a larger share of the UK **advertising** market. This phenomenon is occurring at a time that the top 100 UK companies are increasing their **advertising** expenditure - up 10 per cent to GBP 1bn in 1993. the rise in popularity of...

...a result of the increased access to data that firms can now gain on an **individual** /household. Lever for instance is developing its own database and systems to use information. The **television** companies say they are not worried by direct marketing but UK accountants Coopers and Lybrand say they should be. UK **television** will become **fragmented** by the communications superhighway and wider video ownership means more people will not **see** adverts thus depleting the usefulness of **television** as a medium of **advertising**, says Susan Snowdon of the Coopers Media Group. However the Institute of Practitioners in Advertising say that a balance should be struck between the approaches. **Television** can be used to company image and brand awareness while direct marketing can receive a more direct and **targeted response**. As for the companies, Heinz is to still spend GBP 12mn on **television advertising** in the UK in 1994 plus an additional GBP 12mn on direct marketing, although a detailed **advertising** plan has not yet been decided for UK. Lever will spend GBP 25mn on **advertising** the new Persil Power product. Less than half of this spend will go on **TV**.

COMPANY: INSTITUTE OF PRACTITIONERS IN **ADVERTISING** ; COOPERS & LYBRAND;  
LEVER; HEINZ

PRODUCT: MarketingDirect Marketing **Television Advertising**

33/3,K/17 (Item 1 from file: 483)  
DIALOG(R)File 483:Newspaper Abs Daily  
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04643703

**Locals come together for common good . . . only in my dreams**

Campbell, Colin

Atlanta Journal Constitution, Sec C, p 1, col 1

Jul 13, 1997

NEWSPAPER CODE: ATCJ

DOCUMENT TYPE: Commentary; Newspaper

LANGUAGE: English RECORD TYPE: ABSTRACT

LENGTH: Medium (6-18 col inches)

...ABSTRACT: road that can never be wide enough to accommodate the traffic that the widening will **attract** ---I fell into a reverie in which justice triumphed and sanity ruled. In my dream...

...powerful new constituency of fighters had arisen who favored trees, sidewalks, pedestrians, shops, market places, **responsive** government, open spaces, lasting architecture, local and **regional** development, real communities and skies free of hydrocarbons. The public's outrage, in my fantasy, had progressed from condemning mendacious and manipulative cigarette **advertising** to condemning mendacious and manipulative automobile **ads** on **TV**, the sort of **ads** in which nothing appears except ravishing landscapes, isolated country roads, freedom, smiles, sexiness, fair weather, tranquility and the total absence of other cars and **human** beings. Such **ads** are lies. And so, in my dream, they went the way of Joe Camel. The...

33/3,K/18 (Item 2 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily

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04423248

**Racist Acts of Today Should Not Go Unchallenged**

Persica, Dennis

Times-Picayune, Sec B, p 5, col 1

Feb 11, 1997

ISSN: 1055-3053 NEWSPAPER CODE: NO

DOCUMENT TYPE: Commentary; Newspaper

LANGUAGE: English RECORD TYPE: ABSTRACT

LENGTH: Long (18+ col inches)

ABSTRACT: It's been interesting to **see** the **response** to news reports last month of fraternity Dekes distributing a racist flier on the Tulane and Loyola campuses. The gist of that **response** - as expressed in a letter to the editor and a column in this newspaper - is...

...bit of overreaction. As distasteful as some may find the indirect slur against King, I **see** it as just **part** of what America does to its heroes. We manipulate our icons, remolding their personae to...

...have you seen Washington, Jefferson or Lincoln used as a prop for a newspaper or **TV** ad? The Statue of Liberty or the American flag as a backdrop for a product shot? We caricature our heroes, reducing the subtle complexity of a **human** life into a one-dimensional cartoon. If all we knew about some figures in American history was what we saw about them in **commercials** and children's **TV** shows, we'd probably conclude that the signal achievement of George Washington's life was...

33/3,K/19 (Item 3 from file: 483)

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04417416

**The shape of things to come: 1997: Media: Tune in, turn over TV explodes.  
Will moguls be next?**

Dugdale, John

Guardian, Sec 2, p 11, col 2

Jan 1, 1997

ISSN: 0261-3007      NEWSPAPER CODE: MG

DOCUMENT TYPE: Commentary; Newspaper

LANGUAGE: English      RECORD TYPE: ABSTRACT

LENGTH: Long (18+ col inches)

**The shape of things to come: 1997: Media: Tune in, turn over TV explodes.  
Will moguls be next?**

ABSTRACT: Fasten your seatbelts, it's going to be a bumpy year.

Television alone will see the debut of Channel 5 (in March), the first wave of BSkyB's 200 digital...

...the autumn) and the run-up to the BBC's digital services, including 24-hour TV news. Besides trying to strangle Channel 5 at birth and deciding whether to proceed with...

...Radio 5, GMTV) always are. Cash-starved, programme controller Dawn Airey could nevertheless make an impact via populist news, nightly movies running uninterrupted from 9-11pm, and a schedule riskily based...

...advance the polarisation of prime-time (amply funded, high production values, aimed at a broad audience) and the 20 hours of off-peak TV (cheap, zoned and niche-targeted) - with the former increasingly seeming an island of exotic attractions, enjoyed for its luxury but increasingly infringed on by low-budget alternatives. Developments to look out for in the magazine sector include the launch of a women's magazine by Nick Logan's Face/Arena stable...

...likes of Elle and Marie Claire; a growth in telly-related (especially listings) titles in response to the imminent explosion of channels; and the tentative moves towards TV programmes branded as offspring of mags such as Hello! or Cosmo. A quirk of the UK media scene is that none of the press groups with TV interests (or vice versa) is also involved in magazines, which partly explains the lack of...

...is the Spectator, owned by Conrad Black, which opens up the piquant prospect of Spec TV, in which Frank Johnson and Alan Clark discuss whether Hedy Lamarr was more shaggable than...

...800 five-course lunch, and Petronella Wyatt regularly adjusts her skirt to indulge the director. Advertising also faces a total ban on fag ads if Labour wins. It fears this will only be the leading edge of greater regulation - perhaps new teeth for the ASA watchdog, perhaps tighter rules in other sectors.

...DESCRIPTORS: Television programming...

... Advertising  
?

35/3,K/1 (Item 1 from file: 483)  
DIALOG(R)File 483:Newspaper Abs Daily  
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06504868 SUPPLIER NUMBER: 75330570  
**SMOKE SIGNAL RED AUERBACH DIDN'T HAVE TO SAY A WORD FOR CELTICS TO GET  
MESSAGE ON NORTH CAROLINA'S JOSEPH FORTE**

Springer, Shira

Boston Globe, p E.1

Jul 11, 2001

ISSN: 0743-1791 NEWSPAPER CODE: BOST

DOCUMENT TYPE: News; Newspaper article

LANGUAGE: English RECORD TYPE: ABSTRACT

...ABSTRACT: final selection of the 2001 NBA draft. An unofficial countdown began after Boston made the **second** of its two lottery picks at No. 11. Nine **spots** to go, and Forte on top of the wish list. The Celtics' war room filled...

...4-inch, 192-pound frame could handle NBA-sized expectations. After two-years of national **television exposure** at a big- **time** university and early entry into a draft top heavy with size and youth, Forte came...

37/3,K/1 (Item 1 from file: 483)  
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07147916 SUPPLIER NUMBER: 276689081  
**DRUGS AND TERRORISM AND INSULTING ADS**  
YOUNG, CATHY  
Boston Globe, p A.11  
Jan 13, 2003  
ISSN: 0743-1791 NEWSPAPER CODE: BOST  
DOCUMENT TYPE: Commentary; Newspaper article  
LANGUAGE: English RECORD TYPE: ABSTRACT

**DRUGS AND TERRORISM AND INSULTING ADS**  
YOUNG, CATHY

ABSTRACT: IT WAS ONLY A MATTER OF TIME: A NEW TELEVISION AD CAMPAIGN SUGGESTS THAT IF YOU DRIVE A SPORT-UTILITY VEHICLE, YOU ARE HELPING TERRORISM...

...POCKETS OF OIL-PRODUCING, TERRORISM-SPONSORING COUNTRIES LIKE SAUDI ARABIA AND IRAQ. ONE OF THE COMMERCIALS CUTS FROM A MAN AT A GAS STATION TO A MAP OF THE MIDDLE EAST...

...TERRORISTS WHO GET MONEY FROM THOSE COUNTRIES EVERY TIME GEORGE FILLS UP HIS SUV." The commercials, which started to air on Sunday, are already causing controversy. Some local television stations have refused to run them because of concerns about their accuracy. Spokesmen for the...

...of Massachusetts, a leading proponent of tougher fuel efficiency standards, has distanced himself from the ads' accusatory message. While I don't drive an SUV, I have little sympathy for anti...

...zeal to denounce America's sins of excessive consumption for facts and reasoned analysis. The ads linking SUV ownership to terrorism are the latest manifestation of this mindset, and one can...

...DESCRIPTORS: Advertising campaigns

37/3,K/2 (Item 2 from file: 483)  
DIALOG(R)File 483:Newspaper Abs Daily  
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06874606 SUPPLIER NUMBER: 118663971  
TV AD BACKING BALLPARK FUNDING IS OUTDATED ; BILL NO LONGER CONTAINS ROAD, DEVELOPMENT PROJECT MONEY FOR RURAL MISSOURI  
City, Terry Ganey Jefferson; Young, Chief Virginia  
St. Louis Post - Dispatch, p B.3  
May 9, 2002  
NEWSPAPER CODE: SL  
DOCUMENT TYPE: News; Newspaper article  
LANGUAGE: English RECORD TYPE: ABSTRACT

TV AD BACKING BALLPARK FUNDING IS OUTDATED ; BILL NO LONGER CONTAINS ROAD, DEVELOPMENT PROJECT MONEY FOR...  
... Young, Chief Virginia

...ABSTRACT: the St. Louis Regional Chamber and Growth Association and the Missouri Chamber of Commerce. The ads claim the stadium projects will

generate economic development and new tax dollars. The bill would...

...were hung on to collect enough votes to get the plan through the Legislature. The **television** commercial doesn't use the words "stadium funding," which is very unpopular in rural Missouri...

...DESCRIPTORS: Political **advertising** ;  
?